

Senior Public Relations Manager

Words At Work is looking for a relationship builder and strategic thinker/doer for its growing public relations team. Our next Senior PR Manager must be a self-starter who isn't afraid to lead client accounts and will dive deep into any level of a campaign. This role will develop and execute modern public relations strategies that achieve clients' KPIs, apply best practices and deepen client trust. This position requires you to be a key strategic resource for our clients—delivering consistently high-impact results to ultimately enhance the PR book of business. You will be expected to learn our clients' businesses, and then apply this understanding throughout all forms of communication.

This position is for full-time employment with a hybrid work schedule in our Minneapolis office.

Responsibilities

Media Relations:

- Develop and finalize drafts of internal and external documents: pitches, news releases, talking points, fact sheets, bios, agendas, basic newsletter and website content, creative briefs
- Lead accounts and strategize to create public relations plans for clients
- Provide strategic insight and expertise on integrated PR, marketing and social media campaigns that address client challenges and goals
- Hold and cultivate excellent relationships with media on the local, regional, and national levels across all mediums to deliver results on behalf of all clients
- Monitor media coverage, report results and bring ideas on how to amplify or defuse to our team and clients
- Support clients' organic social media accounts such as their Twitter, Facebook, or LinkedIn page, overseeing posts, image creation, and channel growth
- Conduct influencer marketing workshops with clients, participate in and conduct media training sessions and media interviews
- Develop and execute plans for how clients respond in urgent or crisis situations that could hurt the clients brand and reputation
- Manages assigned workload, completing projects on time and on budget
- Pulls and provides analysis of program metrics for client reports
- Identify opportunities to publicize the Words At Work brand

Departmental Contributions:

- Ability to problem-solve, inspire, and brainstorm for team and client success
- Establish and manage client communications regarding budgets and invoices
- Participate in PR and social team meetings to align public relations goals, measure success, identify areas of concern and implement solutions
- Contribute to the creation of marketing deliverables, including blogs, e-books, white papers, videos, web copy, ads, presentations, press releases and brand messaging documents
- Think conceptually and provide creative direction to writers, designers and animators
- Stay current with industry topics/trends that are relevant to our clients
- Maintain client loyalty through customer service and strong creative/content
- Consult with clients to develop brand awareness, demand generation and sales enablement strategies

Qualifications

- 5-7+ years of experience, B2B agency experience strongly preferred
- Bachelor's degree in public relations, strategic communications, marketing and/or communications
- 3+ years of leading client-facing interaction and management of strategic public relations, marketing, or communications strategies
- Ability to build and maintain relationships with senior-level executives within the Words At Work client base
- Strong understanding of media landscape and earned media strategies, and experience developing relationships with local regional and national media
- Proactive, curious, confident and resourceful thinker who can dream big and execute tactically
- Solution-oriented mindset paired with the ability to face ambiguity head on
- Strong project management and budgeting skills
- Strong written and oral communication skills
- Ability to successfully manage multiple projects simultaneously

About Words At Work

Founded in 1988, Words At Work is a collaborative, entrepreneurial firm committed to helping its clients build strong, profitable brands. Clients utilize us as a full-service marketing agency. They can also look to us for selected services, such as brand strategy, content marketing, website development, sales enablement, demand generation, social media and public relations.

Words At Work operates in a culture of “responsible independence.” While most would view this as a lack of structure, people who fit well into our culture view it as an opportunity to avoid micro-management and demonstrate their critical thinking and creative execution abilities. Our culture is supportive and rewards individuals as well as teams for their contributions.

Our compensation program includes market-competitive salaries, bonus plan based on company and individual performance, and a 401(k) retirement plan. Employee medical, dental, disability and life insurance are 100-percent employer paid.

For more information about Words At Work, visit <http://www.wordsatwork.com> or contact careers@wordsatwork.com

Words At Work is an equal opportunity employer. We are committed to hiring employees regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.