**Director, Public Relations**

Words At Work needs a relationship builder and strategic thinker for our growing Public Relations team. We have a no-drama, self-starter culture where everyone is expected to both think strategically and execute on that strategy. Our work moves quickly, and we are focused on building quality relationships and deliverables without rigid processes. We expect individual accountability for work produced and allow our team members to build a process that works for them and the client to get things done most efficiently. The right fit for this role will be a self-starter who is comfortable bringing enthusiastic expertise to meetings with executives. This role will develop and execute public relations strategies that achieve clients’ KPIs, apply best practices of public relations and maintain healthy client accounts.

**Responsibilities**

* Lead the PR activities for accounts and build strategic public relations plans for Words At Work clients
* Build and sustain client loyalty by delivering exceptional customer service and producing compelling content
* Stay current with industry topics/trends that are relevant to our clients and proactively bring new ideas that align with client’s business goals
* Manage the end-to-end process of creating and finalizing a range of internal and external deliverables including pitches, news releases, crises comms plans, talking points, briefing books, executive bios, agendas, and creative briefs
* Think beyond PR, providing big picture recommendations for building integrated PR, marketing and social media campaigns that address client challenges and goals
* Build and maintain relationships with key industry stakeholders, media outlets, and influencers
* Provide media relations, crisis comms and other PR training and planning sessions to our clients
* Identify and pursue new PR business opportunities, expanding the agency’s services and client base
* Partner with Words At Work account management/strategist teams to grow current accounts through additional PR services
* Act as an internal advisor, sharing PR best practices with the broader team to foster collective success
* Orchestrate regular media coverage reports for clients, including data interpretation/analysis and recommendations

**Skills, Knowledge and Expertise**

* 8+ years of experience, agency experience strongly preferred
* Bachelor’s degree in public relations, strategic communications, marketing and/or communications
* Demonstrated experience working with and presenting to C-Level executives
* Extensive experience with crisis communications
* 3+ years in a lead client-facing role managing strategic public relations, marketing, or communications strategies
* Strong understanding of media landscape, including earned media strategies
* Experience developing relationships with relevant trade publications, regional and national media
* Confident and emotionally intelligent communicator
* Ability to successfully manage multiple projects simultaneously
* Ability to think conceptually and provide direction/input for designers, writers, developers, and video teams
* Willing to travel to 1-2x/year for strategic planning meetings or strategic client events.

**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.

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](mailto: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.*