

Public Relations Specialist

Words At Work is seeking a self-starting Public Relations Specialist ready to execute across a mix of B2B clients. This role will develop and implement strategic public relations programs that achieve clients' KPIs, apply evolving public relations strategies and maintain client accounts. Over time, the PR Specialist will increase client and subject matter expertise to grow the relationship through impactful results.

Responsibilities

Client Service & Strategy

- Own day-to-day client work and relationships
- Identify proactive PR opportunities (newsjacking, thought leadership, etc.)
- Translate business goals into PR storytelling and strategy

Media Relations

- Develop and maintain ongoing media list and relationships
- Pitch tailored story angles to targeted media contacts
- Coordinate logistics for interviews, bylines, etc.

Content Development

- Draft media materials (press releases, media pitches, talking points, etc.)
- Partner with in-house writers on long-form thought leadership articles
- Contribute to messaging, positioning and narratives

Account/Project Management & Reporting

- Manage timelines, deliverables, editorial calendars, etc.
- Track coverage and develop monthly/quarterly reports
- Multitask across a mix of client accounts daily

Departmental Contributions

- Ability to problem-solve, inspire and brainstorm for team and client success
- Think conceptually and provide direction/input for writers, designers, developers and video teams
- Stay current with industry topics/trends that are relevant to our clients
- Maintain strong client loyalty through customer service and strong creative/content

Qualifications

- Bachelor's degree in a communications-related field

- 5+ years of experience, preferably in an agency setting
- Experience working with complex, technical subject matter
- Strong writing portfolio and editorial and storytelling instinct
- Strong understanding of the earned media landscape and experience developing media relationships
- Strong reporting and insights background
- Strong project management skills with exceptional attention to detail
- Strong multitasking and communication skills with ability to execute independently
- Proficient in AP Style

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 use 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, a bonus plan based on company and individual performance, and a 401(k) retirement plan with match. Employee medical, dental, vision, disability, and life insurance premiums are 100% employer paid, as well as employer contributions towards family monthly premiums.

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.