

Public Relations Job Description template

Public Relations Specialist Job Description Template/Brief

We are seeking a dynamic Public Relations Specialist to manage and enhance our organization's public image and communication. The PR Specialist will be responsible for developing and implementing public relations strategies, managing media relations, and creating content for press releases, articles, and social media. The ideal candidate should have excellent communication skills, a strong network in media relations, and the ability to craft messages that resonate with different audiences.

Public Relations Specialist Job Profile

A Public Relations Specialist is responsible for building and maintaining a positive image for a company or organization. They create media, from press releases to social media messages, that shape public opinion of the company or organization and increase awareness of its brand.

Reports To

The Public Relations Specialist typically reports to the Public Relations Manager or the Head of Communications.

Public Relations Specialist Responsibilities

- Develop a marketing communications plan including strategy, goals, budget, and tactics.
- Develop media relations strategy, seeking high-level placements in print, broadcast, and online media.
- Coordinate all public relations activities and events.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Manage media inquiries and interview requests.
- Create content for press releases, byline articles, and keynote presentations.
- Monitor, analyze, and communicate PR results on a quarterly basis.
- Evaluate opportunities for partnerships, sponsorships, and advertising on an ongoing basis.
- Build relationships with thought leaders to grow industry awareness.
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them.-

Public Relations Specialist Requirements & Skills

- Proven working experience in public relations required.
- Proven track record designing and executing successful public relations campaigns at both a local and national level.
- Strong relationships with both local and national business and industry media outlets.
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews.
- Exceptional writing and editing skills.
- Event planning experience.