

Prem

PR & SOCIAL

Public Relations Manager

Company

PREM - Personal. Results. Effective. Memorable.

PREM is a boutique PR & social media marketing firm for local and national businesses. We are a creative and strategically driven agency whose core focus is to assist the growth of our clients through effective marketing initiatives.

General Job Overview

Our PR manager will be responsible for developing and implementing an integrated communication strategy to help take our clients to the next level. The Public Relations Manager is highly proficient in media outreach and community engagement. This person is also an excellent leader with the ability to effectively direct both big picture and day-to-day affairs for their team. We value those with big creative ideas and the energy to bring them to life... we encourage an environment that fosters innovation and inclusion.

Job Responsibilities

- Work to drive results through strategy + execution of PR campaigns for clients
- Build and maintain relationships with media partners
- Must be able to work independently and hit the ground running in a fast paced environment.
- Planning and developing public relations strategies and outreach campaigns across all media platforms including print, digital, TV and radio.
- Stay current on new media trends and implement appropriate strategies and tactics, if necessary, to meet clients' objectives.
- Press release writing, distribution and follow-up.
- Ability to develop talking points and identify newsworthy angles and chase the next big media story.
- Develop and build strong relationships with key media, industry and influencers to ensure positive coverage for our clients.
- Identify and participate in new business opportunities, as necessary.
- Assist with business development and marketing strategies
- Juggle multiple projects

Preferred Qualifications

- 1-2 years of proven PR experience in an agency or PR environment
- Excellent research and problem solving skills
- Must have excellent writing and editing skills
- A solid understanding and relationship with media
- Think creatively and outside of the box
- Excellent time management skills to work within deadlines and time constraints
- Knowledge of social media platforms. Ability to manage clients' social media accounts
- Experience in social media management and PR management platforms a plus
- Leadership potential
- Experience in event coordination
- Self confidence
- Attention to detail
- Experience in graphic design/Canva is a plus
- Enjoy going out to networking functions and be happy to talk to almost anyone

All applicants should submit a copy of their resume, cover letter and references to: marilyn@premprsocial.com
Please include all social media handles.