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# Example of Manager, Media Relations Job Description

Our company is looking to fill the role of manager, media relations. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for manager, media relations

* A strategic thinker focused on supporting the generation of global tier-one media attention for global corporate initiatives
* Create compelling, timely materials to support campaigns, briefings, report submissions, press announcements
* Drive the application process for locally important awards and rankings
* Advise senior executives, in preparation for media opportunities
* Counsel and advise internal clients on communications matters
* Drives local press releases supporting European generated global press releases
* Devise and deliver media relations strategies to support our strategic and operational plans
* Develop and nurture relationships with key members of the economic, lifestyle, health, trade, Petcare press and support with top-tier media requests related to corporate initiatives and/or issues
* Draft and oversee distribution of company materials, including news articles, press releases, videos, web copy, fact sheets
* Secure strong, positive media coverage around Nestlé Purina campaigns and activities

## Qualifications for manager, media relations

* Must have a willingness to travel
* 4 to 6 years of working experience in the Media Relations field
* University degree in Public Relations, Marketing, Communications or other related careers
* Keeps things simple - Knows that global communications can be made complex---and will resist and prevent that
* Does not need or desire big budgets for big results - Believes one great person on the team is more valuable than 3 to 5 OK people---and wants to be that great person
* Integrate Digital influencers into PR plans