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# Example of PR Manager Job Description

Our company is growing rapidly and is looking to fill the role of PR manager. 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 PR manager

* Monitor all daily/weekly/monthly PR activity and work with the Global Head of PR to provide targets for the US team and PR agency to work against and to provide a comparison on previous week/month/year
* Assist with administration duties regarding invoicing and payment to vendors with PR Assistant
* Attend all media interviews with spokespeople in the US and ensure they are fully briefed in advance with current facts and figures, details about the journalist and publication
* Work with the Global Head of PR to compile a seasonal calendar of PR activity for the US
* Support the Global Head of PR in the management of the annual PR budget for the US
* Lead photo shoots (where necessary) with PR team for the US
* The day-to-day management of media requests for product and information together with local PR agency and supported by US PR Co-ordinator
* Manage and develop growth of the Local PR Co-ordinator
* Develop a marketing communications plan including strategy, goals, budget and tactics for momentum/transactional launches
* Leverage existing media relationships and cultivate new contacts within MI, lifestyle, consumer and music media

## Qualifications for PR manager

* Pro-active pitching of high value, innovative PR “ideas” to Brand Engagement Manager & Head of Marketing Syfy with associated budgets
* Write and/or approve all press releases, briefing documents and collateral required to promote Syfy content
* Devise and lead full range of initiatives pertaining to talent access (coordinating interviews, arranging press junkets ) relevant to Syfy
* Alongside Head of Marketing Syfy, manage, develop key PR agency relationships to optimize effectiveness of both process & spend when relevant
* Alongside the Brand Engagement Manager, deliver internal communications for Syfy
* When relevant, lead Trade & Corporate PR activity supporting owned programming and brand project initiatives specific to Syfy