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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. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for PR manager

* Liaise with artist relations on talent pitching, comms asks and execution management
* Overall project management including timelines, recaps, deliverables and tracking
* Provide counsel to senior executives on media strategy, messaging and positioning
* Anticipate and proactively prepare for CPW issues in media
* Partner with Field Marketing Managers and Customer References to drive customer case studies, press releases and media activity
* Provide PR counsel to internal clients across functions and levels to manage expectations and educate as necessary, while keeping key stakeholder relationships in tact
* Manage local PR agency infrastructure including RFPs as needed, negotiating contracts, acting as day to day point, quarterly and yearly goal reporting
* Be accountable for the content and translation of all local communications materials including media lists, press releases, FAQs, customer and press backgrounders, award and speaking submissions
* Monitor the competitive landscape and propose PR strategies as appropriate
* Collaborate with social media counterpart to infuse digital into PR activity

## Qualifications for PR manager

* 8-10 years PR, communications or digital marketing experience
* Record of success in people management
* Prior position in mobile gaming company preferred
* Community management experience a plus
* Clear understanding of public relations
* Clear understanding of social media