



Example of Manager, Media Relations Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of manager, media relations. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for manager, media relations

- Develop relationships with reporters, editors and other media contacts
- Assist in media planning, pitching and outreach for other programs, including the profession's national financial literacy effort
- Pitch stories to the online outlets of the national, local and social media
- Recommend and execute enhancements utilizing existing and emerging technologies
- Work with directors of media relations in Washington, D.C
- Work closely with communications team members to ensure internal/external communications and messaging is consistently aligned
- Develop and execute global media relations program in support of Gensler's Integrated Communications studio and the Firm's community sector-focused objectives
- Pursue opportunities for spokespeople to contribute to forward features, thought leadership and trend pieces, drive proactive initiatives to generate coverage with target media
- Collaborate with and counsel regional media relations managers on practice area campaigns and build cross-functional teams of media relations and marketing managers to execute
- Amplify research content for thought-leadership positioning

Qualifications for manager, media relations

- Minimum of seven years of media relations, public relations or communications experience with minimum of two years pitching or influencing national media outlets
- Interest in financial communications, including but not limited to quarterly earnings announcements
- Demonstrated knowledge of social / new media technology traditional print and broadcast media at a global level
- Demonstrable understanding of how the asset management industry works and impact on investors and the markets
- 7-10 years of experience in a PR position