



Example of Media Relations Manager Job Description

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Our company is hiring for a media relations manager. 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 media relations manager

- Driving process, strategy, recommendations around all incoming media opps for best possible result (turning reactive into proactive- this is more than a full time job most days and includes cross team and agency support)
- Overseeing organization/updating of all press centers and press materials, statements/FAQs etc to team and spokespeople
- Working with the global team to identify trends and possible proactive pitches and predict reactive statements as needed
- Helping to maintain our announcement calendar, activity tracker, weekly SCVP report etc
- Supporting our policy and product teams on major launches, product and corporate campaigns and activities
- Manage interaction with journalists from International / National / Trade media
- Prepare press releases and other materials including trade articles, op-eds, speeches and more
- Research and organize press events, speaking events and other thought leadership opportunities
- Lead crisis communications
- Work closely with social media team to align media strategy with social and web strategy

Qualifications for media relations manager

- 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
- Languages - Fluent in English another language is a significant plus
- Travel - Available for travelling in Europe
- Minimum three (3) years media relations experience