



Example of Media Relations Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of media relations manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for media relations manager

- Proactively and effectively plans, executes and supports media relations programs for the company's products and services, including press conferences, announcements and trade shows, helping to generate maximum positive media exposure
- Researches, writes and edits press releases
- Consults leadership, preparing speeches, white papers, Q&As and backgrounders
- Develops, recommends and maintains editorial policy and branding guidelines
- Conducts research and interviews to generate interesting storylines and targeted pitches
- Maintains stakeholder mapping in order to assure correct contacts
- Coordinates external corporate events, media tours and visits
- Monitors editorial coverage to gauge effectiveness of media outreach and prepares reports
- Monitors trends in aviation in order to develop relevant PR plans
- Develops target media lists for all verticals targeted outreach strategies

Qualifications for media relations manager

- PR experience ideally within another asset management firm or in an agency, working with financial press
- A driven, motivated individual who is confident working independently and as

- Five to seven years of media relations experience within an agency or corporate media relations setting
- Knowledge of regional/local Thai media and well-developed skills in building and maintaining media relationships with online reporters, journalists, bloggers, editors
- Hands on media approach
- Ability to tell complex stories in a consumer-friendly way