



## Example of Media Relations Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our company is hiring for a media relations. 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 media relations

- Develop and implement crisis media strategies, while collaborating with internal and external stakeholders
- Demonstrate a deep understanding of the reach of the Laureate network and leverage relationships with key internal and external stakeholders, partners and local staff to develop cohesive, inclusive internal and external communications and media strategies
- Develop a deep and broad understanding of key client relationships, company priorities and the competitive landscape to best recommend approaches and potential differentiators
- Identify new delivery systems, such as technology and social media, to drive messages to company's internal and external audiences
- Collaborate with the Global Impact team to implement components of the company's Here for Good social mission, both to internal and external audiences, and on local and company-wide platforms
- Measure the effectiveness of current traditional and new media programs – track progress, utilize metrics, obtain feedback, recommend improvements and leverage best practices
- Identify marketing trends to ensure the company consistently brings innovation to the media function
- Lead media trainings for spokespersons – students, faculty, and senior executives
- Support internal and external events related to the activities of the company

- Contribute to annual department budget and review monthly spending reports and requests to ensure proper usage of media related funds

## **Qualifications for media relations**

- Possesses strong media relationships, especially within the advertising space
- Continually seek out and create opportunities to place stories in all types of media, from traditional to digital to influencers
- Develop media and influencer engagement strategies for planned campaigns, ongoing “news engine” programs and real-time news events that lead to ongoing, positive media coverage
- Stay ahead of trends and create story opportunities from real-time news events
- Develop compelling, media-focused content, ranging from press releases and written pitches to digital and video content
- Build strong relationships with national, regional and trade media bloggers and influencers, including writing compelling pitches to journalists