

# Example of PR Manager Job Description

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Our growing company is looking to fill the role of PR manager. 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 PR manager

- Set KPIS for all Syfy PR activity and measure/report on progress/performance on an ongoing basis
  - Create appropriate communications materials
  - General responsibility for WBIE's mobile games integrated communications discipline, including PR, influencers, social media, community, and events, with a focus on both increasing the visibility and public engagement of WBIE's mobile games the business as a whole
  - Arrange and staff press tours and events
  - Provide strategic and tactical support to the Global Head of PR
  - Daily management of the in-house PR for all designer and product related activities across fashion
  - Actively contribute to the day to day management of PR consultants and international PR agencies in the UK, France, Germany, Middle East, Singapore, Hong Kong, Australia
  - Lead in the promotion of all brands, exclusive collections and products to ensure that each department and the designers are being closely monitored
  - Promote THE OUTNET.COM and its brands, campaigns, activities and events to the media, general public and external audiences globally
  - Host press appointments with key senior editors (desk side and run through of collections breakfast meetings, afternoon teas and dinners with fashion teams)
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- Pro-active and able to show ideas to constantly promote THE OUTNET offering
- Supporting the execution of the digital (social & content marketing) strategy contributing to social media strategy and supporting social media execution through content ideas, tone of voice and supporting “posting” activity during & outside of TX
- Management of PR agencies when relevant - ensuring value for money from our suppliers and all relevant paperwork is place for the purchase of agency services
- Highly organised with excellent analytical and decision making skills being results focused
- 5 years of experience in PR field (preferably in beauty industry)
- Perfect knowledge of the media environment