



Example of Public Relations Consultant Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is hiring for a public relations consultant. 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 public relations consultant

- Coordinate with internal communications, influencer relations, analyst relations, sales/partner communications, to develop comprehensive communications plans tied to key announcements and initiatives
- Demonstrate an ability to think strategically, practically and creatively
- Respond to press inquiries on a day-to-day basis
- Integrate seamlessly with peer functions in corporate communications, sales communications, executive communications, marketing, product management and product security to ensure consistency of messages
- Effectively manage agency team to develop press materials (presentations, releases, fact sheets, talking points, briefing books, and more) broader messaging and competitive documents, as needed
- Maintain and grow strong relationships with key media, focusing on IT and select vertical media
- Manage media results reporting and dissemination to internal stakeholders
- Financial Evaluation Weight 30% X 100 points
- Build and execute on strategic plan for a robust, multi-platform internal communications program, and measure progress towards plan objectives
- Maintain and carry out an editorial calendar of key internal and external communications deliverables

Qualifications for public relations consultant

- At least six years of dynamic experience in professional communication, public relations, organizational communication, marketing, training or related communication field
- Ability to perform & exceed expectations in a fast-paced, highly dynamic environment
- BA/BS or equivalent required in Communications, Journalism or related field
- Bachelor degree AND 5 years PR experience including managing local, regional, national and publicity efforts
- Experience working with PR industry vendors and services as PR Newswire, Factiva, Vocus, Cision/Bacons Information, MediaMap