



# Example of Public Relations Manager Job Description

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Our company is growing rapidly and is looking for a public relations manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for public relations manager

- Assist in Corporate Communication
- Coordinating with all stakeholders (spokespeople, agency & journalists)
- Liaise with field marketing team on national promotions and campaigns
- Work collaboratively with brand and divisional teams
- Correspond with the press as a representative of Blizzard, as needed
- Work with outside PR Agencies on traditional editor and blogger outreach with a focus on beauty press, channel management, events and tracking
- Develop relationships with new contacts and grow relationships with existing contacts including trade, consumer, business and broadcast press bloggers and key influencers
- Write and distribute all seasonal product press releases, campaign releases, events
- Develop communications campaigns to support the major franchise rankings products
- Build PR reports

## Qualifications for public relations manager

- Minimum 8 years proven experience in public relations, media communication and event management in luxury brands
- Established connections with PR agencies and excellent contacts with the press
- A high level of proficiency is required in both written and verbal

- A solid track record for good relationships with media, vendors, influencers, celebrity
- A strong knowledge base of all media types
- 7-9 years of related experience in public relations, marketing and brand management