



Example of Public Relations Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of public relations manager. 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 manager

- Agency Management – Lead the day to day management with agency partner and adopt best industry practices for campaign performance evaluation
 - Responsible for local PR activities in towns and cities with a proximity to our offices (San Jose, Boston, Plantation, Cambridge, Long Crendon)
 - Create and develops a PR work plan, timetable and performance expectations to meet established goals
 - Represents UWBC and cultivates relationships with media contacts and sponsors, assuring proper follow up and follow through to assure excellent customer relations
 - Monitors public relations efforts, creates and prepares reports, analyzes and interprets data, and suggests strategy changes
 - Manages sensitive issues and crisis communications
 - Coordinates PR support for other divisions and is the PR liaison for the Commission on Substance Abuse
 - Maintains accurate media list, including print, radio, television, and company newsletters
 - Creates, monitors, and manages budgets for public relations activities
 - Writes collateral material and assures publication and distribution according to special event timelines
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- Coordinate messaging for ALA and Lamborghini SpA Legal and Safety Affairs on issues including crash tests, safety litigation and introductions of new advanced driver assistance systems for North American market
- Take actions to influence media agency reporting results as primary group measurement of media activities
- Minimum five years direct, relevant experience in PR, journalism or a closely related field
- Existing relationships with sport, lifestyle, business and/or technology journalists
- Collegiate athletic experience is a plus
- Proficient in computer software such as Microsoft Excel & Word, Outlook, Adobe Photoshop and PowerPoint, InDesign