



Example of Public Relations & Marketing Job Description

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Our company is growing rapidly and is hiring for a public relations & marketing. 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 & marketing

- Writes and proofreads copy for additional marketing and communications initiatives
- Reviews and analyzes pertinent communications data to help develop communications strategies and key themes and messages
- Researches and monitors industry trends
- Support digital marketing and public relations strategy for the digital business, coordinating efforts across the company to identify synergies and media opportunities
- Work closely with cross-functional company teams to identify marketing and press priorities across editorial, product and partnership initiatives
- Serve as main point of contact for digital brand team to review all press materials and align marketing synergies for all SLS priorities
- Develop multi-platform marketing campaign strategies to support launch of new products, content features and partnership efforts
- Leverage internal and external talent to grow Scripps Lifestyle Studios in front of key industry and trade audiences
- Keep up to date with SNI digital competitive positioning and spearhead communication efforts for both internal and external audiences
- Identify industry recognition programs and nominate relevant content, product or personnel for consideration

Qualifications for public relations & marketing

- Junior status or above working toward a degree in Journalism, Communications, Public Relations, English or Business
- College degree or pursuance of college degree preferred, especially in marketing, business, or journalism fields
- Basic computer skills, including competence with Microsoft Office
- Basic understanding of marketing concepts and practices
- Bachelor's degree with strong emphasis on journalism, public relations or related field preferred