



Example of Public Relations & Marketing Job Description

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Our company is growing rapidly and is looking 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

- Initiates print production orders for NCH in-store marketing elements
- Partners with digital marketing team to create patient biographies for NCH digital co-branded landing page
- Partners with social media team to create a fully integrated media plan for NCH on Facebook, Twitter, & Instagram
- Proofs all NCH marketing campaign collateral & assets
- Develops communications for internal and external partners regarding the NCH campaign as needed
- Coordinates products and gift cards for PR opportunities to support key seasons/businesses
- Creates and maintains a monthly PR calendar to help support internal planning
- Assists marketing strategy team as needed
- Write press releases, articles, blogs, speaker proposals, website content, brochures and other marketing/PR-related materials
- Monitor all forms of media – online, social, and print

Qualifications for public relations & marketing

- Extensive knowledge of Associate Press style
- Basic design skills preferred
- You must be headed into your senior year of college or a recent college

- Schedule and coordinate speaking engagements, media/analyst briefings, media trainings, and other events
- Support the development and maintenance of project tracking reports and success metrics