



Example of Public Relations Specialist Job Description

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Our company is searching for experienced candidates for the position of public relations specialist. 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 specialist

- Act as company spokesperson and serve as a key contact for media, industry partners and the community
- Manage agencies that may be hired for special events or projects
- As noted above, conference/Tradeshow/Event management & on-site support
- Monitor and track coverage
- Communicate with industry media, analysts, vendors, and key influencers to ensure that the company maintains a favorable position
- Determines appropriate type of contact for industry media, analysts, vendors, and key influencers
- Makes presentations to analysts and influencers
- Influences and improves analysts' and influencers' view of the company
- Maintains a database of industry media, analysts, vendors and key influencers
- Provides work assistance to less experienced analyst relations specialists

Qualifications for public relations specialist

- Experience in both corporate communications and agency setting a plus
- Excellent media networks in North America (traditional and non-traditional)
- Experience with Vocus, Cision or similar media monitoring and database tool
- Ability to produce clear and persuasive content that is audience appropriate
- Full embracement of new technologies, including database management and

- Bachelor's Degree with 4-6 years journalism, PR agency or professional services experience