



Example of Public Relations Specialist Job Description

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Our innovative and growing company is searching for experienced candidates for the position of public relations specialist. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for public relations specialist

- Attend weekly PR agency calls and provide support on action items as needed
- Maintain media lists of reporters, editors and other influencers at key publications
- Manage external vendor relationships including submission of incoming invoices to AP and annual renewals
- Assists in managing the product review process
- Oversees the product review process
- Assists in speechwriting, PPT presentations and overall PR coordination of internal tracking documents
- Secure editorial features and news items, develop story angles and write/edit press releases
- Regularly interface with marketing executives and brand stakeholders to provide project updates and engage in open dialogue that builds trust in public relations strategies
- Attend multiple weekly meetings on simultaneous brand-wide projects during various stages (pre, during, post) and share progress toward achieving public relations strategies on each
- Light media training for designated spokespeople for interviews in key markets, providing coaching, talking points and props customized to each opportunity

Qualifications for public relations specialist

- Proven track record for driving media results, with examples of recent placements
- Ability to simplify complex information into media-ready pitches
- Expert level knowledge of the company's business objectives and operations
- 7-10 years of experience in public relations or journalism at an agency, an in-house team or at a media outlet
- Bachelor's degree in business, journalism, marketing or a related communications field