



Example of Public Relations Specialist Job Description

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Our company is growing rapidly and is hiring for a public relations specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for public relations specialist

- Develop an in-depth understanding of the business and position company as an industry leader on key issues impacting the financial services industry
- Manage relationship with designated store managers and regional directors of operations to ensure smooth service delivery for VIP and media appointments held at the store
- Supervise external agency and provide necessary PR tools in support of brand initiatives
- Annually review media monitoring and press database vendors, and make recommendations on best vendor to select
- Manage PR budgets for retail brands
- Travel required including international
- Partner with communications, development, and marketing teams to execute strategic communications plans across our mobile portfolio and direct to consumer platforms
- Create programs to support game launches and maintain the momentum of live services
- Craft messaging and orchestrate the delivery of the EA narrative across multiple owned and earned channels
- Maintain strong relationships and dialogue with mobile, tech, business, and gaming media

Qualifications for public relations specialist

- Extreme attention to detail and professionalism
- A self-starter with a strong collaborative work ethic and initiative
- Coordinate the work of a global PR team and multiple PR agencies
- Forge deep relationships with development, marketing, social and executive teams to ensure flawless execution
- Oversee weekly, monthly, and quarterly reporting against KPIs