



Example of Public Relations Specialist Job Description

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Our company is hiring for a public relations specialist. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for public relations specialist

- Publish useful, timely information on corporate social media feeds and blogs
- Manage to monthly, quarterly, and yearly budgets
- Support execution of PR strategy to raise general awareness around corporate brand and local community initiatives
- Development of press releases, internal communication, speaking abstracts and more
- Help coordinate and attend all corporate Ubisoft media events
- Organize and monitor media coverage, clip tracking and distribution for Ubisoft's corporate news and products
- Research and track editorial calendars, speaking opportunities and awards
- Research gaming and entertainment industry news through competitive landscape monitoring and identify consumer market trends
- Attain a clear understanding of all Ubisoft video game titles and key messages and learn to effectively communicate that information to the media in both written and verbal forms
- Potential domestic and international event travel

Qualifications for public relations specialist

- Proven track record with mobile products and/or live services, preferably with an entertainment focus
- Aggressive self-starter with ability to work comfortably and confidently with cross functional partners at all levels of the organization
- Strong, relevant media contacts

- Experience using CisionPoint, Tweetdeck, Hootsuite and other social monitoring software a plus
- Program/project management abilities