



Example of Public Relations Specialist Job Description

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Our growing company is looking for a public relations specialist. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for public relations specialist

- Ability to help management make a PR plan come to life
- Must work effectively as a member of a PR team that is dedicated to garnering positive press for the Company and its brands
- Develops and attends trade show press briefings, manages pressroom accommodations, and conducts post show follow up
- Coordinates mail-outs, advertisements, email list management, email distribution
- Creates and revises multiple documents within Photoshop, or similar, as necessary
- Successful development, execution, and delivery of PR campaigns and AR strategy
- Develop strong relationships with media and industry analysts
- Manage and collaborate with the company's outside public relations agency
- Coordinate and manage media interviews with C-level executives and clients
- Prepare executives for press and analyst interviews by developing message points and briefing documents

Qualifications for public relations specialist

- Intellectual curiosity and strong news sense
- Bachelor's degree in Communications, PR or related field
- Minimum of 2 years experience in public relations both agency experience

- Relationships with both local and national business and industry media outlets a plus
- Comfort and confidence working with senior leaders
- Philanthropic experience is a bonus