



# Example of Public Relations Job Description

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

## Responsibilities for public relations

- Responsible for maintaining key databases for press outreach and special events, including press, customers, VIPs, and local markets
- Develops and executes strategic press plans and tactics to promote key initiatives, leading to measurable coverage in targeted media outlets
- Works with Director of Public Relations on activities such as crisis management, media outreach, industry conferences, and others as required
- Manage PR Licensing for both digital media and print
- Writes and reviews news releases, other media correspondence, and internal and external communications
- Helps lead compilation of media and other tracking and related reports
- Help the PR Team to promote THE OUTNET and its brands, campaigns, activities and events to the media
- Partner with social media team on influencer programs and activations
- Draft and develop Ticketmaster related and/or corporate press releases and multimedia press releases
- Partner with executives, content marketing, and creative to develop thought leadership themes and content

## Qualifications for public relations

- Bachelor's degree in journalism or communications with a thorough understanding of communications principles and best practices
- Experience in a large, publically held multi-national organization required

- Prior position in video game/entertainment PR preferred
- BA/BS degree in marketing, communications, public relations or equivalent