



Example of Public Relations Job Description

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

Responsibilities for public relations

- Media monitoring through Social Communities (Facebook, Twitter, YouTube, Instagram) and Publications
- Support & service local teams on daily basis
- Drive strategic media placements and awareness of new portfolio additions and enhancements in target outlets and feeder markets
- Actively maintain relationships with traditional and non-traditional media in addition to management of field PR resources
- Support brand, divisional and/or hotel teams on influencer and media relations strategy for high-profile events
- Track media for relevant industry coverage
- Draft pitches and media announcements
- Support media events as needed
- Coordinate and help manage the PR editorial archive (print and digital)
- Assist RTW and accessories teams with editor appointments, re-sees, stylist+magazine pulls

Qualifications for public relations

- Minimum 12+ years of PR/Corporate Communications experience in a consumer driven industry, both agency and in-house experience preferred
- Proven track record developing and overseeing Consumer campaigns
- Ability to create and pitch stories that impress B2B clients and demonstrate the power of the product
- Maintain editorial calendars

- Degree in communications, English, or marketing obtained or currently in progress