



Example of Public Relations Job Description

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

Responsibilities for public relations

- Leverage longstanding relationships with journalists at the nation's top-tier financial, business and non-traditional media outlets and broadcast networks to generate positive media coverage
- Assist with media list development
- Ongoing media list management
- Maintain team media lists and speaking calendars
- Manage media and analyst lists
- Support media strategy including pitching concepts and targets
- Creating and distributing press releases, media alerts, and other external materials
- Manage incoming media inquiries and help mitigate potential reputational issues
- Proactively identify and secure opportunities for EDQ to earn positive media coverage
- Handle inbound inquiries from media outlets

Qualifications for public relations

- An affinity for the Clarisonic brand and a belief in its promise and products
- Experience producing online newsletters (i.e., production, writing, editing and layout)
- Experience working with media software databases (i.e., Meltwater, Cision, and Vocus)

- Experience writing communications-related materials for higher education institutions or associations desired
- Technical writing background a plus