



Example of Public Relations Job Description

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Our growing company is hiring for a public relations. 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

- Support logistical activations and provide on-site coordination for media briefings and provide cross functional support (purchasing gift cards, coordinating Fix's for media)
- Identify media opportunities and recommend article ideas
- Help fulfill local requests as needed
- Deploy and capitalize on social media opportunities to drive publicity opportunities
- Pitch stories to print, online and broadcast reporters and editors at national, local and trade outlets, including blogs
- Meet with and develop relationships with business and consumer finance reporters, editors and other traditional and social media influencers
- Assist Senior Manager – Public Relations in strategic media plan development and key performance indicator tracking and reporting
- Work across functional areas, Multimedia, Graphics Design, Social Media, Internal Communications, Journal of Accountancy and the broader communications team to help create an integrated approach to generating positive publicity and recognition
- Engage with users on social media sites such as Twitter and Facebook
- Support new endeavors for corporate social media, corporate blog, and corporate newsroom

Qualifications for public relations

- BA/BS in Public Relations or related degree with at least 2+ years' experience working in a PR role
- Education with major in Communications, Public Relations, Journalism or related disciplines
- Possess natural ability to engage clients both personally and professionally
- Demonstrate the desire to introduce clients to potential new strategies and solutions that will positively impact their business
- Effectively presents information in both one-on-one and group situations to clients and other employees of the agency
- Manage the day to day operations for Maybelline Color Cosmetics, including supervising outside agencies who work on our larger consumer programs