



Example of Public Relations Job Description

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Our growing company is looking to fill the role of public relations. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for public relations

- Write, edit and proofread content for external audiences including press releases, briefing documents, PowerPoint presentations, media coverage summaries, bylined articles
- Serve as a "starting point" contact for the media, assessing media inquiries, recommending action and coordinating details
- Assists with the management of press materials requests, including media center orders, bug burns, edit time, shipping and tracking of materials to media
- Contribute to the creation and execution of communications tactics that build awareness and create preference for RSA, including point in time opportunities like special events, media events, industry conferences
- Build and maintain targeted, actionable media and analysts lists, other tracking documents as needed
- Manage all media inquiries and interview requests
- Participate in media briefings, regular agency calls and other activities
- Assists with the development and updating of media lists and other databases
- Create engaging and relevant content to disseminate through social media channels
- Have knowledge/understanding of social media-related technology and be able to support these technologies

Qualifications for public relations

- Experience interacting and building relationships with core stakeholder groups, including media, non-governmental organizations (NGOs) and other audiences
- Previous experience with corporate websites and social media strategies related to issues management/crisis communications strongly desired
- Strong relationships with B2B/tech media and analyst contacts
- Must have a very strong interest in fashion, media, trends and youth culture
- Rising senior or graduate of a 4 year university, Public Relations or Communications major preferred
- Preferably, at least, one past fashion, editorial or public relations internship