



Position Description: Public Relations Specialist

Experience: 0 years (entry level)

Summary

Public Relations Specialist is responsible for supporting leadership, account and creative team members with planning, creating, coordinating and implementing public relations and marketing strategies and materials that achieve results for clients.

Responsibilities

- Works with Account Executives, Account Associates and other company leadership to understand client goals and strategies and create materials, programs and/or events that support these goals and strategies. These tools can include news releases, talking points, media placements, interviews, communication plans, marketing plans, crisis plans, advertisements, special events, social media content, videos, blogs, newsletters, internal communications, etc.
- Conducts research to benefit client and internal needs and produces various reports that detail research findings, PR impact and engagement, etc.
- Interacts with multiple digital platforms to publish, report and research, including social media channels, website and blog platforms, event and calendar platforms and others to support client and internal needs.
- Monitors and observes economic, political or competitive events or trends that can impact clients or the firm.
- Collaborates with leadership, account, creative and other team members to meet client needs.
- Acts as a steward for both firm and client resources.
- Cultivates and maintains working relationships with media representatives, elected officials and other strategic partners.
- Communicates progress regularly to both internal customers and external clients.
- Provides support to internal processes, including time reporting.
- Builds the Moxley Carmichael brand by providing value and outstanding service to clients and potential clients.
- Represents Moxley Carmichael in professional associations and at community events.
- Other duties as assigned.

Required Skills

- Thorough understanding of marketing, strategic communications, public relations, media relations, journalism, general business principles and related disciplines.
- Strong listening and analytical skills.
- Excellent written and verbal communication skills.
- Ability to adhere to Associated Press style and other accepted guidelines for written materials.
- Ability to be self-directed and resourceful.
- Ability to handle pressure, prioritize, multitask and work under tight deadlines on numerous projects.
- Strong research and computer skills.

Characteristics

- Creative
- Motivated
- Empathetic
- Tactful
- Respectful
- Accountable
- Detail-oriented
- Loyal
- Honest
- Trustworthy
- Confident
- Persuasive
- Service-oriented
- Stress-resistant