



## Public Relations Manager

THE MITCHELLS agency has a great opportunity for a smart, hard-working, dynamic, creative and organized individual as a Public Relations Manager at our fast-growing firm. Ideal candidates will have the drive to develop and lead our public relations discipline while creating and implementing PR strategies for multiple clients. Public Relations Manager plays a critical role in client management and is actively involved in all aspects of new business. Our clients will need your counsel in the areas of media relations, media training, issues/crisis management, community relations, social media and employee communications.

Excellent strategic thinking, writing and editing skills, media relations experience, inspirational team management and leadership, client relations, knowledge of social media and the ability to multitask, all with a sense of humor are ideal characteristics. This is a leadership role with significant autonomy and growth potential, so we are seeking an individual with a desire to nurture his or her own team and work for a growing agency.

Responsibilities include, but are not limited to:

- Manages a diverse client portfolio by running day-to-day account activity, providing strategic client counsel and presenting the agency as a trusted partner
- Develops strategic client PR plans, positioning, integrated communications programs, and proactive account planning to retain client roster and identify opportunities for incremental growth
- Develops and executes tactical programs, media relations, trend spotting, social media strategy, industry analysis and reporting and special event management
- Understands the attitudes and concerns of consumers, employees, and various other groups; keeps management aware of public attitudes and concerns of all groups and organizations with which the client must deal
- Integrates with media director and account services to coordinate media and publicity placement for maximum agency and client benefit
- Oversees and identify staff development opportunities
- Proactively builds relationships with media, online influencers, professional associations, vendor partners and other relevant external audiences
- Manages client budgets, planning and strategic direction and project management
- Maintains technology skills related to public relations department daily functions; ensures all public relations team members do the same
- Authorizes subscriptions to newswire services and clipping service bureaus
- Directs the creation and implementation of all public relations activities for the agency

Reports to the president.



## Required Qualifications

- 3-5+ years of direct communications, public relations or marketing experience; agency experience a plus but not required
- BS/BA in Communications, Journalism, or Marketing
- Demonstrated experience conceptualizing, building and executing public relations campaigns that align with business objectives and produce significant results
- Ability to design and produce original content marketing programs for diverse audiences
- Established relationships with journalists, analysts and influencers with extensive media relations and influencer relations experience as well as campaign conceptualizing, planning and execution experience
- Well developed, yet adaptable management style that targets both hard and soft skill development
- Collaborative, team-oriented approach to leading teams and achieving results
- Passion for your work and commitment to continuing to develop skills and learn and grow
- Entrepreneurial spirit & drive
- Residency in Tallahassee, FL is a must
- Extensive experience in hospitality, travel and tourism is a must