

This Public Relations Specialist job description template includes key Public Relations Specialist duties and responsibilities. You can post this template on job boards to attract prospect applicants.

Job Brief:

We are looking for a competent Public Relations (PR) Specialist to shape and protect our corporate image in ways that promote our business, values and mission. You'll be responsible for maintaining media relations and collaborating with marketing teams in promotional activities.

We expect to see candidates who can impress us with their copywriting and presentation skills. We'll be on the lookout for experience in corporate communications, project management and social media. Throw a lot of enthusiasm and a pleasant personality into the mix and you'll be our ideal candidate.

The goal is to maintain positive public awareness of the company and its brand.

Responsibilities:

- Formulate PR plans and strategies
- Enhance the company's voice and presence through online and offline channels
- Manage media relations and requests
- Write press releases, speeches and other PR copy
- Plan and supervise events, fairs, conferences etc.
- Support the implementation of promotional plans
- Present solutions in times of PR crisis
- Facilitate the resolution of disputes with the public or external vendors

- Lead survey initiatives and analyze public opinion

Requirements:

- Proven experience as public relations specialist or similar position
- Experience in project management and execution of PR campaigns and/or initiatives
- Experience in copywriting and editing
- Working knowledge of MS Office; photo and video-editing software is an asset
- Familiarity with social media platforms (Twitter, Facebook etc.)
- Excellent oral and written communication skills
- Aptitude in presentation and public speaking
- Proficiency in English
- A creative yet practical mind
- BSc/BA in PR, communications, journalism or relevant field