**Public Relations Worker**

Responsible for the public relations initiatives within a company. Creates, manages, and implements PR campaigns with the goal of enriching a company's position within the public eye. Maintains strong relationships with media reps.Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

**Duties and Responsibilities**

* Plan and direct public relations programs designed to create and maintain a favorable public image for the employer or client.
* Create company literature and other forms of communication.
* Create marketing and promotional materials, both print and electronic.
* Work with advertisers for timely and useable ad submissions.
* Copyedit, proofread, and revise communications.
* Design and launch email marketing campaigns.
* Recommend, implement and maintain site design and operation.
* Plan and deliver education courses and materials.
* Work with manager and business units to determine event budget and manage expenses to that budget.
* Promote products and services through public relations initiatives.
* Develop marketing communications campaigns.
* Create thought leadership materials.
* Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
* Identify, develop and execute communications strategy for key media contacts and customer references.
* Research media coverage and industry trends.
* Develop fresh story ideas.
* Conduct extensive media outreach.
* Prepare briefing materials.
* Coordinate scheduling and logistics.
* Coordinate conference, trade shows, and press interviews.
* Manage information.
* Prepare agendas and conduct research.
* Help to clarify the organization’s point of view to their main constituency.

**Skills and Specifications**

* Writing -- Communicating effectively in writing as appropriate for the needs of the audience.
* Critical Thinking -- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
* Reading Comprehension -- Understanding written sentences and paragraphs in work related documents.
* Active Listening -- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
* Speaking -- Talking to others to convey information effectively.
* Judgment and Decision Making -- Considering the relative costs and benefits of potential actions to choose the most appropriate one.
* Time Management -- Managing one's own time and the time of others.
* Persuasion -- Persuading others to change their minds or behavior.
* Social Perceptiveness -- Being aware of others' reactions and understanding why they react as they do.
* Coordination -- Adjusting actions in relation to others' actions.
* Active Learning -- Understanding the implications of new information for both current and future problem-solving and decision-making.
* Service Orientation -- Actively looking for ways to help people.
* Monitoring -- Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
* Complex Problem Solving -- Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
* Learning Strategies -- Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
* Negotiation -- Bringing others together and trying to reconcile differences.
* Management of Financial Resources -- Determining how money will be spent to get the work done, and accounting for these expenditures.

I hereby understand the scope of my duties and skill qualification. I agree to perform all tasks herein stated. I am also aware that these responsibilities may be revised as deemed necessary.

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_