Public Relations Sr. Specialist

Pittsburgh, PA • 11 Stanwix Street, Pittsburgh, PA, 15222

**Overview:**

Brunner is an independent marketing agency. We are looking for an energetic, roll-up-your-sleeves kind of person with experience in public relations. In this client-facing position, you will be expected to help develop public relations strategies and lead execution, specifically media outreach to achieve client objectives.

**Responsibilities:**

* Assist in the development of PR strategies through components such as market research, key message frameworks, PR infrastructure materials and content recommendations
* Develop, create and deliver compelling content that requires little-to-no editing prior to publication. This can include but is not limited to press releases, social media content, blog posts and website copy
* Provide onsite support for client events including trade shows and workshops
* Build and maintain relationships with key members of the media and industry influencers
* Develop media kits and execute media relations to applicable outlets
* Ability to create PR ideas and activations that extend the brand presence online and offline
* Stay on top of performance and applicable trends to proactively identify and pitch media opportunities, content recommendations and storytelling ideas to clients
* Develop and manage influencer programs including, but not limited to researching, identifying and negotiating talent
* Build collaborative relationships with other departments within the agency to identify on-going opportunities to conduct outreach on behalf of Brunner
* Author original content on behalf of Brunner to be published externally through secured bylines
* Stay on top of PR, social media, influencer and content trends to influence internal and external understanding of opportunities
* Maintain accountability for individual utilization and account billability rates. Manage personal hours, budgets and timelines appropriately

**Requirements:**

* Existing media and influencer relationships
* Experience with Cision, Netbase, Wordpress and/or Sprout Social is preferred
* Experience with applying SEO best practices is preferred
* Detailed eye for style, inconsistencies, and continuity
* Excellent spelling and grammar proofing abilities
* Manage multiple projects in a deadline-driven environment
* Proficient in MAC-Word, Excel, PowerPoint, Facebook Power Editor and Outlook
* Video/Photography/Editing skills a plus

**Education/experience:**

* Minimum of 5 years of public relations experience is a must
* Bachelor’s Degree from a four-year college or university preferred.