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Public Relations Assistant Job Description

Job Summary:

The Public Relations Assistant will work with J.O.'s President, its staff and subcontractors to manage the public relations activities for both J.O. and those clients that contract for such services. This position is responsible for the development and management of effective public relations plans for both J.O. and contracted clients that will: increase visibility in the media and web and continue to send a consistent message about each; establish the President and key clients as authorities in respective industries; and differentiate J.O. and its clients from their respective competitors.

Essential Responsibilities:

Media Relations

- Assist with the development and execution of media plan(s).
- Develop, write and distribute approved press releases that are news-worthy.
- Make suggestions, create and continuously update the elements to include in a formal press kit.
- Regularly meet with the PR Manager to get a "pulse" on J.O. and the design, PR, marketing and client industries.
- Regularly meet with and interview clients to stay up-to-date on clients' businesses and industries.
- Schedule photography services for executive photos, significant photo opportunities and events.
- Build new and stronger relationships with local media to include: magazines, newspaper and trade publications.
- Utilize Web sites to post historical and current news-worthy items, press releases, speeches and awards.
- Assist in creating and updating a tailored media distribution list for clients and J.O..
- Assist in establishing J.O. and clients as a source in the media.
- Assist with the planning and execution of press conferences.
- Create process to streamline internal communications relating to the management of news-worthy events.
- Post logos and organizational summaries to industry and services related web sites and publications.
- Write Meeting Agendas and Recaps
- Produce News Clipping binders and organize Media Recaps, as well as EAV Reports

Presentations and Speaking Engagements

- Solicit and secure speaking engagements and participation at industry related events to include logistical support.
- Solicit and secure speaking engagements and participation at key community events.

Publication and Written Materials

- Confirm article submissions relating to current events and issues in related industries.
- Act as a "ghost writer" as needed.
- Interview and write biographies for new staff.

Sponsorships and Community Involvement

- Assist in creating new sponsorship opportunities that will offer clients the greatest exposure and ROI.
- Manage the administrative details of confirming preferred sponsorships.
- Ensure related sponsor benefits are processed and/or received.
- Advise on community involvement opportunities.

Awards and Professional Memberships

- Research available and assist in the preparation of industry specific and business related nominations, awards and honors to



further build the credibility of J.O. and its clients.

- Organize and submit new membership and renewal applications to also include proposing other associations and industry-related organizations that J.O. and its clients should consider joining as a firm or as individuals

Event Planning

- Promote and organize press conferences.
- Plan details of J.O. office and client appreciation parties.
- RSVP for President of J.O. to appropriate invitations.

Operational and Administrative

- Attends client and other meetings as necessary.
- Recommends and implement ways to increase productivity, professionalism and customer service within the office.
- Completes outside errands as necessary.
- Provides administrative support, as needed, to the President.

Knowledge, Skills and Abilities:

- Demonstrate excellence in public relations.
- Ability to generate, share and follow through on ideas to promote J.O. and its clients.
- Willingness to contribute to the overall success of J.O..
- Possess strong presentation, verbal, written and media relations' skills.
- Ability to provide stellar customer service.
- Ability to actively participate in internal administrative and production meetings.
- Ability to work well with other staff, vendors in a collaborative and professional environment.
- Ability to plan, lead and manage multiple priority projects simultaneously from concept to implementation while ensuring budget, deadlines, business ethics and best practices are met.
- Ability to develop professionally with regards to being aware and learning industry trends, new public relation techniques and practices, and operational knowledge, etc.
- Ability to work with minimal to no supervision.
- Ability to rely on extensive experience and judgment to plan and accomplish goals.

QUALIFICATIONS, EDUCATION AND EXPERIENCE

- Minimum Education Requirement: Four-year college degree.
- Minimum Work Experience Required: One (1) year extensive experience with all matters of public relations, writing and media relations.
- Strong working knowledge of terms, technology and current events of the public relations industry.
- Strong working knowledge of computer peripherals to include scanners, printers and digital cameras.
- Strong working knowledge in all aspects of MS Office on a Macintosh platform, OS X.

Essential Physical Requirements:

- Ability to utilize all hardware, software and peripheral elements of a desktop computer workstation for a minimum of eight (8) hours, daily, for five (5) days in a row (a standard workweek).
- Ability to use a telephone multiple times throughout a workday to verbally communicate with clients.
- Ability to lift items up to 20 pounds.
- Ability to travel to local vendors and/or clients for meetings.