

**Role Name: PR Manager****Role Brief:**

In this role, you will create and maintain a favourable public image for your client by communicating programs, accomplishments and/or points of view. You will be tasked with engaging with the client in fielding media questions and pitching stories to the media, preparing media kits and organizing press conferences for the clients

**Responsibilities:**

- Devise creative public relations strategies that fit company profile
- Develop effective PR plans using appropriate strategies and tactics
- Organize and coordinate PR activities
- Use suitable channels (TV, press, internet etc.) to maximize exposure for clients
- Liaise with marketing professionals to ensure consistency in promoting corporate image
- Manage events, including press conferences and promotional events
- Attend and promote client events to the media
- Collate, analyse and evaluate media coverage for the clients
- Coach clients on handling sensitive public issues to preserve reputation and manage the PR aspect of a possible crisis situation.
- Assess opportunities for sponsorships and other partnerships and manage relations
- Monitor the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites and blogs, for opportunities for clients
- Work as part of an account team to develop client proposals and implement the pr activity
- Prepare regular client reports and attend client meetings
- Research, write and distribute press releases to targeted media
- Assist with the production of client publications, such as in-house magazines
- Undertake research for new business proposals and present them to potential new clients
- Coordinate with internal teams including accounts, digital, creative and business development to ensure adherence to timelines for all projects

Experience Required: 2 to 5 Years of relevant experience

Desired competencies and skills:

- Proven experience in coordinating and managing effective PR campaigns through various channels
- Solid knowledge of social media (blogs, Facebook, Twitter, etc.)
- Excellent communication and presentation skills; comfortable as a public speaker
- Ability to build strong relationships with key people or organizations
- A creative mind partnered with the ability to find the best practical solutions

**Academic Qualifications:**

BSc/BA in PR, marketing or similar field