

Sample Job Posting

Public Relations and Content Marketing Associate

SampleCo | Dreamjob City, USA

As a Public Relations and Content Marketing Associate at SampleCo, you will be responsible for producing online content and managing PR correspondence including direct and media-based content campaigns. The role is ideal for candidates who want to tell meaningful stories and who are passionate about distributing the stories to promote the company.

Responsibilities

- **Manage PR correspondence** for SampleCo including press releases and media alerts
- **Communicate** important SampleCo updates with local media and send releases and alerts to editors
- Curate and manage social media content for Facebook, Instagram, Twitter and LinkedIn. Engage and interact with SampleCo audiences
- **Create and manage production and distribution of content**
- **Measure and analyze the results** of each campaign
- Prepare and highlight campaign outcomes for clients
- **Work jointly with Office Manager** to create appropriate documents, tracking systems, communications, and correspondence for any applicable projects

Qualifications

- Bachelor's degree, preferably in communication, journalism, public relations and strategic communication, English, marketing, writing and rhetoric or creative writing
- Experience in journalism, content creation, data visualization, design, or public relations is a plus
- **Media knowledge** including Facebook, Twitter, Instagram and LinkedIn
- Enthusiastic, motivated and responsible self-starter
- Excellent **written and verbal communications skills**
- Excellent interpersonal skills
- Ability to prioritize, **work independently** and proceed without supervision
- Strong attention to detail and **ability to problem solve**
- Willingness to attend **programs, workshops, and training**

