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