

## PUBLIC RELATIONS MANAGER

The Public Relations Manager is responsible for leading initiatives to accomplish client objectives through media relations, press release writing, press conference management, media buys, community outreach, networking opportunities, event facilitation, and presentations. This position reports to the Director of Creative Strategies and works closely with the Vice President of Communications. The Public Relations Manager is responsible for leading projects for a variety of community profiles and industries including managing a pipeline of press releases, planning press events, leading meetings, facilitating conversations, and networking with professionals.



## ROLES & RESPONSIBILITIES

- Provide high-level service to the clients and partners of RJL Solutions.
- Develop and execute strategies that are intended to create and uphold a positive public image for RJL Solutions and its clients;
- Serve as point of contact for media and as liaison between clients and media;
- Manage media relations for RJL and clients by facilitating interviews, press conferences, press releases, etc.;
- Manage, write, and edit communications materials including press releases, media alerts, talking points, editorials, feature stories, etc.;
- Manage event coordination, facilitation, and logistics for RJL Solutions and its clients;
- Equip and manage RJL and its clients with proper protocols, both proactive and reactive, for crisis communication readiness;
- Manage the quality control of all public relations communications developed within the Creative Strategies department;
- Assist the Technical Writing & Data Manager in executing communications with necessary stakeholders for grant-related projects, ensuring that all pieces of an application are received and compiled appropriately for submission.
- Prepare and deliver presentations to clients of various industries, facilitate community forums, and lead meetings.
- Contribute to a high-performing team, including media professionals, community leaders, design agencies, contractors and others, to meet strategic goals and business objectives for clients.
- Build strong, working relationships with community leaders, media professionals, local government officials, agencies and partners to promote an integrated approach to the development of the initiatives of RJL Solutions and its clients.
- Serve as community liaison for RJL Solutions attending meetings, events, conferences, and other networking opportunities, as needed.
- Lead the strategic growth of the Public Relations services at RJL Solutions including ongoing recommendations for new positions, processes, and opportunities.

## QUALIFICATIONS

- Bachelor's degree in journalism, public relations or related degree.
- Three years professional experience in public relations, journalism, community outreach strategies, or related experience.

## PREFERRED SKILLS

- Ability to communicate professionally with local media, community leaders, and political representatives.
- Success in developing rapport with clients and partners through use of strong relationship-building skills.
- Ability to present in front of small to large groups, facilitate conversations, and lead meetings.
- Ability to write well and quickly in order to meet swift deadlines.
- Strong organization and time management skills and ability to prioritize and manage a high volume of detailed work with conflicting priorities in a fast-paced environment.

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TO APPLY, PLEASE SEND COVER LETTER, RESUME, AND PROFESSIONAL REFERENCES TO BETSY PEPERAK, CHIEF OPERATING OFFICER, AT [BPEPERAK@RJLSOLUTIONS.COM](mailto:BPEPERAK@RJLSOLUTIONS.COM).