



JOB DESCRIPTION:

Public Relations Director

REPORTS TO:

VP / Account Service

JOB SUMMARY:

Leads a high-performing public relations team in the development and execution of strategic communications campaigns for clients that encompass a broad spectrum of public relations services. Responsible for managing a profitable public relations practice within the agency, supervising the quality of service and creative provided to clients by the public relations staff, and serving as a member of the agency's leadership team.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develops and maintains an efficient, profitable public relations practice that helps further the business goals of the agency and the agency's clients.
- Directs and coordinates the utilization of public relations talent, as well as other agency expertise, into effective teams which solve clients' communications problems.
- Creates and manages processes for the public relations team, in alignment with agency-wide processes, to effectively and efficiently serve its clients.
- Supervises key accounts, including the agency itself, and supervises public relations team in the management of their accounts.
- Provides public relations counsel to the agency and its clients, developing an understanding of the agency's accounts and clients in order to add value to the agency's work and to solve problems.
- Generates new business opportunities for both the agency and public relations practice; develops new business strategies including proposals, budgets and presentations.
- Fosters the professional and personal development of public relations personnel; encourages professionalism within the public relations practice by maintaining high standards of client service, and by keeping updated on state-of-the-art public relations strategies and tactics.
- Administers agency policies and procedures within the public relations team; and, works with agency management to help maintain a desirable working environment within the agency.
- Reports to agency leadership on status of client relations, problems and opportunities.
- May serve as a media spokesperson or represent clients at media or trade events; maintains professional relationships with key media contacts.
- Serves as crisis communications and issues management lead for all accounts; provides media training as needed.
- Manages client budgets, oversees project estimates and reconciliation; reviews and approves all public relations client billing.
- Required to actively participate in a local industry association relevant to public relations, such as Florida Public Relations Association (FPRA) or Public Relations Society of America (PRSA), or other industry group relevant to the agency or its clients.

QUALIFICATIONS:

- 10+ years of public relations experience with previous supervisory experience is required
- Master's Degree in relevant field is preferred
- Accreditation in Public Relations (APR) and/or Certified Public Relations Counselor (CPRC) is preferred



COMMUNICATION ABILITY

Ability to read, write and comprehend sometimes-complex instructions, correspondence and memos. Ability to effectively present information in one-on-one and group situations both internally and externally.

REASONING ABILITY

Ability to apply common sense understanding to carry out detailed and sometimes involved written and oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

COMPUTER SKILLS

Personal Computer proficiency expected. We use the Apple Suite of products as well as Microsoft for Apple. Experience with the following programs preferred: Excel, Word, Power Point and Keynote, Cision, Critical Mention and Workamajig. Knowledge of other public relations resources such as IMDb, BurrellesLuce, LexisNexis, TVEyes, etc. is preferred.

LEADERSHIP RESPONSIBILITIES

Supervises the work of a high-performing public relations team; and, as a member of the agency's leadership team. Must be able to interface daily with agency leadership, staff members, clients and lead account direction and task management within the Public Relations team as well as other agency resources such as media, digital marketing, production, creative and finance as needed. Must be a self-starter with the passion and drive to exceed client expectations.

WORK ENVIRONMENT

Fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch, and crawl. Employee must be able to see. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.