

Position Title: Public Relations Manager

Job Description:

LKM is looking for a new, fulltime team member for their growing public relations group. This person will be highly involved in B2B and trade public relations as well as consumer-focused food and tourism accounts. Strong media relations and event production experience are essential. Social media skills and knowledge of Vocus software is a plus. Strong writing skills, attention to detail and the ability to contribute in group settings are highly valued.

Responsibilities:

- Develop and execute strategies to place stories with appropriate media outlets
- Develop ongoing relationships with media and business partners
- Measure and report pr success
- Develop press content and keep information current
- Write and distribute press releases with compelling themes and subject lines
- Plan and facilitate events, press conferences, stunts or guerilla tactics in concert with the LKM team
- Research and understand client needs and changing business environments
- Fact checking, proofing and accurately communicating information across multiple platforms
- Implement social media tactics
- Contribute to new business proposals
- Attend overnight conferences and client events as needed

Qualifications:

- Bachelor's degree in Communications, Journalism, English or Public Relations
- 5 to 7 years of applicable public relations or media experience
- Strong writing and editing skills. A test will be administered to select candidates.
- Ability to work on multiple projects at once
- Team player with excellent stamina
- Driver's license
- Effective phone and email skills
- Strong organizational and time management skills
- Willingness to work independently or with a group

To apply:

Please send a resume, one to three writing samples and a summary of media contacts and outlets with whom you have a strong working relationship to Susan Dosier at [sdosier@lkmideas.com](mailto:sdosier@lkmideas.com).

We hope to complete interviews and make an offer by the end of February.