

## **Director of Public Relations**

Reporting to the Executive Vice President (EVP), the Director of Public Relations will set and guide the strategy for all client communications and public relations messaging. The Director of Public Relations is responsible for developing and implementing communications strategies to increase both our company's and our clients' visibility and long-term growth. The Director of Public Relations will develop and maintain relationships with national and regional reporters, increase placement in national, local and new media, and work with senior staff to achieve issue-based program objectives and win targeted electoral campaigns.

The Director of Public Relations will work closely with a senior peer group within the organization as the communications partner on a variety of strategic initiatives.

## **Responsibilities**

- Develop, implement and evaluate annual communications plans for multiple clients across several industries. Plan should engage audience segments, foster client's brands and lead to measurable action. Decide who, where and when to disseminate.
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
- Mentor and lead a team responsible for core public and media relations across multiple clients.
- Work with web and content teams to develop and integrate successful online and new media strategies into overall communications strategy.
- Develop relationships with bloggers, television producers, print reporters, columnists, and editorial staff.
- Proactively pitch story ideas on a local and national level, seek out additional media opportunities and coordinate local and national media sponsorships.
- Develops and implement communications and media strategies that successfully deliver information and key messages to the public.
- Develop and maintain a strong and productive relationship with both print, electronic and new media. Ensure our client's product or service is understood by the media and the media are interested in presenting information to the public in a manner that informs and educates.
- Manage the use of external resources as they pertain to the public and media relations communications.
- Keep abreast of all industry trends.
- Perform other related duties as assigned.

## **DIRECTOR of PUBLIC RELATIONS**

### **Job Description**

#### **Qualifications**

LKM is seeking an accomplished Director of Public Relations who has at least 8 -10 years of communications experience including:

- The ability to take knowledge and transform it into exciting and useful messages, and disseminate those messages to the right audiences through the best distribution channels is critical.
- Portrays and possesses a highly collaborative style when developing and implementing communications strategies.
- Displays excellent writing/editing and verbal communication skills.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.

Proven experience as a Relationship builder with the flexibility and finesse to “manage by influence”.

- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Strong track record working with new and traditional media.
- Goal-orientation and willingness to hold self and others accountable.