



Job Description

Job Title:	PR/Social Media Manager
Classification:	Full-time
FLSA Status:	Exempt
Enterprise Team:	#3
Supervises:	N/A
Reports to:	Enterprise Co-Leads
Date Created:	June 2, 2016

POSITION SUMMARY:

Reporting directly to the Enterprise Co-leads, this person will be responsible for developing and implementing best-in-class public relations and marketing/communications strategies, ideas and programs to increase consumer engagement, buzz and other success metrics for the agency's key corporate and government clients. Individual will oversee and create strategy and campaigns for IW Group clients and support key agency service areas, including: media and influencer outreach and relationship management, email marketing, social media content and platform management, thought leadership, speaking engagements and press events. This individual will also oversee social media and influencer-focused campaigns which include but are not limited to: research, campaign & content creation, execution, monitoring and reporting.

ESSENTIAL FUNCTIONS:

Public Relations

- Support and in some cases lead, PR-focused projects and clients in conjunction with broader enterprise team.
- Collaborate with the ET Co-Leads to continuously identify and develop opportunities for IW Group to be used as a resource for public relations (i.e. print, online, speaking, and consulting).
- Research top influencers, competitors, and trends in clients' industries.
- Create timely and engaging content optimized for platform used and intended audience.
- Create engaging and professional visuals that reflect IW Group clients and their brand.
- Provide support, planning, research and tactical execution of public relations strategy and tactics for key accounts.
- Build relationships with key editors, columnists and bloggers, providing active outreach and response to press inquiries.
- Support team members in researching and tracking media, analysts and other influencers.
- Track and report effectiveness of PR and marketing strategies.
- Assist in the preparation of award entries, assembling images, researching media coverage to ensure on-time delivery of submissions.



- Manage critical agency and client databases (i.e. editorial calendars, speaking opportunities, etc.)
- Compile news coverage and activity reports.

Social Media

- Contribute exciting creative ideas and solutions for a wide spectrum of digital channels/platforms.
- Develop content strategy and manage or execute content production.
- Drive digital solutions that will integrate across paid, owned and earned media.
- Track and monitor performance using analytics and measure and track ROI goals.
- Work with clients to create a social media strategy that collaborates with marketing, PR and advertising campaigns.
- Bring continuous knowledge and expertise to expand the team's appreciation and understanding of digital solutions in a holistic, integrated marketing effort
- Exhibit solid understanding of key client information including general business strategy, industry issues, products and services offered, key customers and competitors in the marketplace.
- Act as day-to-day contact for clients and be responsible for flawless execution of complex social and digital communications strategies, web builds and various other projects.
- Develop and execute complex digital and social media campaigns, within the confines of related budgets.
- Troubleshoot client issues and regularly counsel client on digital and social media strategies.
- Liaise and collaborate with IW Group clients and affiliates.
- Manage multiple facets of client programs including strategy development, campaign execution, community management, and analytics and reporting.
- Interact with team members to promote integration between content and community.
- Understand online research techniques and methodologies and use them to support development/execution of client campaigns.
- Exhibit strong understanding of social media platforms, trends, and measurement approaches.

OTHER FUNCTIONS:

- Represent the agency at appropriate local business associations and client networking events.
- Maintain affiliations with appropriate industry leaders, networks and organizations, including community involvement.
- Other duties as assigned.



MINIMUM JOB REQUIRMENTS:

Education:

- Minimum of a Bachelor's Degree in Public Relations, Communications, Marketing, or a related field required.

Experience:

- Three to five (3-5) years of Public Relations and Digital/Social Marketing experience (preferably within a PR agency).
- A mix of expertise with various interactive project types including responsive websites, social media, mobile/tablet applications, digital video and content creation.

Knowledge, Skills and Abilities:

- An enthusiastic and hands-on maker, with the ability to concept, sell and articulate a great idea.
- Ability to collaborate with other experts on the team, to solidify and strengthen ideas.
- Must be resourceful, creative and efficient in getting work accomplished and ensure successful delivery, and execution.
- Skilled at basic PR and marketing/communications techniques and practices.
- Understanding of media analysis (i.e. news outlets, readership analysis, pitch development, etc.).
- Experienced in basic account management processes (speaking opportunity research, editorial calendar development, media database development, etc.).
- Thorough understanding of the changing social and digital media trends in relation to client partners' communication needs.
- Social media content strategy involvement including online community management.
- Demonstrated track record of developing large scale social media programs on behalf of different sized clients within different industries.
- Experience and confidence in communicating online marketing concerns to client executives.
- Strong verbal, written and listening communication skills.
- Dynamic presentation skills.
- Extremely organized and detail-oriented.
- Effective time management skills.
- Proficient in MS Office (i.e. MS Word, MS Excel, MS PowerPoint).
- Strong knowledge of SEO/SEM and paid social, a plus.

SUPERVISORY RESPONSIBILITIES:

N/A

**Direct Reports:**

- None

SUCCESS FACTORS:

- Passion for work and IW Group service offerings.
- Work well as part of a team, with a range of people.
- Cultural awareness and sensitivity.
- Flexibility.
- Ability to work under pressure and manage stress efficiently.
- Highly motivated.
- Demonstrate sound work ethics.
- Ability to see other people's point of view and cope with criticism.

PHYSICAL DEMANDS:

- While performing the responsibilities of this role, the employee is required to talk and hear. The employee is often required to sit and use their hands and fingers, to handle or feel. The employee is occasionally required to stand, walk, reach with arms and hands, climb or balance, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close vision.
- These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of this role.

WORKING CONDITIONS:

- While performing the responsibilities of this role, the employee will spend most of the time working indoors, in the IW Group office, client office or other identified location.
- This role may require extended work hours (including weekends) to complete certain projects, with or without advance notice.
- This role may require work outside of the office (i.e. client events) or travel outside of the local work area (i.e. national or international client locations).
- While performing the responsibilities of this role, the work environment characteristics are representative of the environment employees in this role will encounter.
- While performing the duties of this job, the noise level in the work environment is usually quiet to moderate.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions of this role.