

JOB TITLE:

Media + Public Relations Specialist

FLSA:

Exempt

**DEPARTMENT:**

Marketing and Communications

REPORTS TO:

Director of Marketing + Communications

ACTION: Send cover letter + resume to Staffing@MotleyRice.com**SUMMARY:**

Are you an experienced public relations professional looking for a challenging role where you can contribute directly to a large number of legal projects that draw national media exposure? Do you thrive in a fast-paced environment where you can focus on attention to detail, while contributing new ideas and strategies?

The Media + Public Relations Specialist works with the marketing and communications team, attorneys, General Counsel's office, staff and other professionals to help plan, create, execute and measure all communications and public relations initiatives of the firm.

This role provides a platform for a seasoned professional with traditional, digital and leading edge communications and public relations experience, who adapts quickly, to cover a broad range of assignments and activities while also consistently strategizing and executing for a variety of target audiences and mediums.

It is critical that the Specialist be a strong writer and editor, be an efficient problem solver, well-spoken, team-oriented leader who has successful experience creating and building relationships with reporters and other journalist. The Specialist must bring updated media monitoring and other technology based skills to the team. The Specialist must also be capable and have a proven track record of meeting deadlines, handling shifting priorities, adapting to an extensive approval process and working in an extremely fast-paced environment while maintaining a productive, positive outlook. An in-depth understanding of all DMAs and national public relations best practices is critical to this role. This is not a copy writer position.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Play an active role in the strategy, development and adaptation of integrated and comprehensive public relations and media relations initiatives
- Ability to quickly comprehend and translate complex litigation topics to easily consumable materials, including but not limited to talking points, key messages for media and other audiences
- Edit and oversee timely, concise, ethically compliant copy for a variety of mediums and audiences with incorporation of feedback and directional input from other marketing and communications team members, responsible attorneys and General Counsel

Examples include but are not limited to: social media and blogs; press releases; website copy; print collateral materials; bios, newsletters and other publications; video/radio scripts; speeches; print and digital advertisements; internal and external announcements; and reports.

Target audiences include but are not limited to: consumers, media, co-counsel, firm attorneys, paralegals, institutional investors, labor leaders and general public

- Prepare others for on-record and background interviews
- Collaborate with attorneys on case-specific or other topics prior to developing effective talking points, backgrounders and other toolkits for external and internal uses

- Support firm, practice group and case-specific special projects that need media and other public relations strategies including but not limited to sponsorships, community relations, special events, speaking engagements, firm events and meetings
- Mentor co-workers on public relations integrations and execution
- Liaison to specific outside vendors, consultants, co-counsel and stakeholders
- Help ensure brand consistency as a firm brand steward

POSITION REQUIREMENTS AND CORE COMPETENCIES:

- Degree in public relations, journalism, communications or relevant major
- At least 5 to 8 years of experience creating and sustaining positive relationships with national and local reporters in print, broadcast and digital
- Experience with crisis communications
- Proven relationship building and networking skills
- Experience with Meltwater and/or Cision PR Newswire for media monitoring and maintaining media lists
- Able to sift through large amounts of media coverage and quickly provide key highlights and takeaways
- Ability to multi-task under pressure and produce results in a dynamic, team-oriented environment
- Advanced proofreading expertise; complete knowledge of AP and other recognized styles
- Agency or legal experience a plus
- Results-oriented experience with corporate social media writing, monitoring and applications
- Self-starter with a high level of maturity and confidence necessary to develop working relationships with attorneys, colleagues, clients, co-counsel, media and other professionals
- Ability to communicate effectively (written and verbal), work well with attorneys and staff at all levels and react to difficult situations appropriately
- Strong organizational and time management skills coupled with creativity, flexibility and persistence
- Proven results on public relations strategies and campaigns not utilizing media relations
- Membership or leadership in national or state PRSA, or related association, a plus
- Supervisory experience
- Office location: Charleston, SC

WORKING HOURS:

Work often requires more than 40 hours per week to perform the duties of the position.

WORKING CONDITIONS:

Overtime is possible and may be expected in order to perform the essential functions of the position. Work is performed in a normal heated or air-conditioned office environment. *The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements.*

This job description must not be misconstrued as a promise of employment, nor deemed as an employment contract. Motley Rice LLC is an equal opportunity employer.