

Media Relations Strategist

(Full-time; exempt)

SUMMARY:

We are seeking an experienced and highly skilled Media Relations Strategist to join our Marketing and Communications Department at Motley Rice LLC. As a Media Relations Strategist, you will be responsible for developing and executing comprehensive media relations strategies to enhance the firm's reputation, promote our causes, cases, achievements, and effectively communicate with various media outlets.

This role requires a minimum of 10 years of experience in media relations, preferably within the political, legal and crisis management arenas. The ideal candidate will possess exceptional communication skills, a deep understanding of media dynamics, and a proven track record of securing media coverage in targeted outlets. You should be a strategic thinker, adept at building relationships with journalists and media professionals, and capable of leveraging media opportunities to advance the firm's goals.

Joining our Marketing and Communications Department as a Media Relations Strategist offers an exciting opportunity to play a key role in shaping the firm's public image, enhancing our reputation, and effectively communicating our achievements to the media and the public. If you are a seasoned media relations professional with a passion for learning, we invite you to apply and contribute to our firm's success.

Apply now to become a part of our growing marketing and communications department by sending your resume and a cover letter to staffing@motleyrice.com.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop and implement media relations strategies that align with the firm's marketing and communications objectives.
- Cultivate and maintain strong relationships with key media contacts, including journalists, editors, and producers, to secure positive and impactful media coverage.
- Help create and distribute press releases, media kits, statements, and other relevant materials to targeted media outlets and journalists, ensuring accurate, compliant, and compelling messaging that aligns with the firm's brand.
- Actively pitch stories, news, and case highlights to media contacts, leveraging your network and knowledge of current legal and case trends to secure media placements in print, broadcast, and online platforms.
- Serve as the primary point of contact for media inquiries and interview requests, coordinating with internal team members to ensure timely and accurate responses.
- Oversee the monitor of media coverage of the firm, industry trends, and competitor activities.
- Ensure regular productive reports and analysis are provided as needed to the appropriate teams.
- Collaborate to integrate media relations strategies with broader marketing and communications campaigns, ensuring consistency and maximum impact.
- Stay informed about legal industry trends, relevant legal cases, and newsworthy events that may present opportunities for media coverage.
- Assist the team in proactively identifying and pursue speaking engagements, awards, and other opportunities to enhance the firm's visibility and credibility.
- Oversee the development and maintenance of the firm's media contact database, ensuring accurate and up-to-date information.

MINIMUM REQUIREMENTS:

- Minimum of 10 years of experience in media relations, preferably within the political, legal and crisis management arenas.
- Bachelor's degree in communications, public relations, journalism, or a related field.
- Proven track record of securing positive media coverage in high-profile outlets.
- Excellent verbal and written communication skills, with the ability to craft compelling messages and tailor them to different media platforms and audiences.
- Strong network of media contacts in print, broadcast, and online outlets.
- Strategic thinker with the ability to develop and execute effective media relations strategies that support business objectives.
- Strong organizational skills and ability to manage multiple projects simultaneously under tight deadlines.
- Knowledge of the legal industry and a basic understanding of civil plaintiffs' litigation and judicial system.
- Proficiency in media monitoring and analysis tools like Cision or Meltwater.
- Demonstrated ability to work collaboratively.

WORKING HOURS:

Work may require more than 40 hours per week to perform the duties of the position. Work may require travel.

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 and/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. No applicant will be limited or excluded from consideration for employment on any basis prohibited by local, state or federal law. We participate in e-verify.