



Creative Content Manager + Public Relations Specialist

The Creative Content Manager + Public Relations Specialist (CCM+PRS) works closely with team members to explore and exploit opportunities for clients and the agency with a particular focus on identifying and implementing effective public relations strategies to grow client and agency influence in key markets. You will help “connect the dots” internally and externally by communicating with team members and clients to support the production of excellent end products in a fast-moving, rapidly changing environment.

You will work closely with the Senior Managing Director of Leadership and Strategy to manage public/media relations and copywriting/editing to ensure maximum client exposure in earned media and increase agency presence in appropriate earned media circulars.

Essential Job Duties

- Meet and liaise with clients during projects and campaigns to assess needs and advise on public relations strategy and direction.
- Work with team members to develop public relations campaigns that meet the client goals, objectives, and budget parameters.
- Understand the needs of the client and work with creative team to develop ideas for copy and art for earned, social, and paid media campaigns.
- Conduct regular research on clients, client fields and industries, and related matters to understand opportunities to share information across multiple platforms, pitch stories, and build relationships.
- Work closely with Creative Content Manager + Digital Strategist to identify interesting stories, news, and other content to share on client social media channels.
- Draft, edit, and proof all levels of copy included in headlines and body copy for all public relations products including press releases, media advisories, press statements, opinion editorials, letters to the editor, etc.
- Assist with writing advertising copy for use by publication or broadcast media to promote client services or campaigns.
- Prepare monthly, quarterly, and/or annual earned media reports for clients.
- Connect and build relationships with influential media outlets and journalists to pitch stories and ideas about client announcements, campaigns, products, news, etc.
- Establish sustainable, strategic public relations plans for clients and the agency.
- Understand the goals, audience, and message for client campaigns and draft compelling, clear, and concise copy to suit.
- Correspond with press/media to schedule interviews, pitch stories, and obtain added value public relations/earned media opportunities for clients.
- Assist with the planning, coordination, and execution of press conferences, events, and similar activities for clients.
- Assist with keeping projects on time and within budget.

Job Requirements

- Bachelor's degree in communications, English, journalism, marketing, business administration, or a related field (or equivalent experience)
- Excellent written and verbal communication skills
- Technical knowledge and understanding of public relations strategies, metrics, and tracking
- Project management and organization skills
- Ability to learn and adapt quickly in a fast-paced, rapidly changing environment
- Ability to handle the pressure of meeting tight deadlines
- Intrinsically motivated self-starter, team player, critical thinker, and effective communicator
- A healthy dose of curiosity

Compensation commensurate with experience. Interested candidates should submit a resume and cover letter to getcreative@fcgworks.com.

About Fahrenheit Creative Group

We are a minority-owned, full-service marketing communications firm in Jackson, Mississippi. We work closely with our clients to develop and deliver strategic communications plans and powerful, creative designs that support their missions, amplify their work and produce meaningful outcomes.

We take the time to listen and learn, which allows us to assess how our expertise and experience can be leveraged to position our clients for sustained success.