



Public Relations Manager

The Public Relations Manager is a strategic communications professional with 6-8+ years of experience developing and executing integrated public relations programs that advance client objectives and enhance brand visibility. This role leads media relations efforts across Florida and some national outreach, cultivates strong relationships with journalists and influencers, and provides strategic counsel to clients across a variety of industries.

The ideal candidate is a skilled storyteller, media strategist, and client advisor who thrives in a fast-paced agency environment. Agency experience and APR accreditation are preferred but not required.

Reports to: Director of Public Relations

Key Responsibilities

- Develop and execute strategic public relations plans aligned with client business and communications goals.
- Manage public relations strategy for a portfolio of client accounts, serving as a trusted communications advisor to the client and client services team.
- Collaborate with account managers, directors, and agency leadership to deliver integrated public relations strategies and exceptional team and client service.
- Secure impactful media coverage through proactive pitching and relationship-building with local, regional, statewide, and national media.
- Identify and develop compelling story angles, news opportunities, and thought leadership initiatives.
- Craft and refine key messages that support client positioning and communications objectives.
- Research, write, edit, and proof a variety of communications materials, including news releases, media advisories, articles, bylined content, opinion pieces, award submissions, and talking points.
- Coordinate media interviews, editorial opportunities, press conferences, media tours, grand openings, and other public relations events.
- Provide community relations strategies for clients that support their goals to build strategic partnerships and enhance community engagement.
- Provide strategic counsel on reputation management, crisis communications, and sensitive issues as needed.
- Conduct spokesperson preparation and media training for clients.

- Review and edit content for accuracy, quality, AP style, and brand consistency.
- Support team development by mentoring junior public relations staff and assisting with project oversight as assigned.
- Participate in client meetings, internal planning sessions, and agency business development efforts when appropriate.
- Accurately track time, project activities, and client deliverables.

Qualifications

- Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or a related field.
- 6-8+ years of public relations experience, preferably in an agency environment.
- Demonstrated success securing earned media coverage and managing media relationships.
- Exceptional written, verbal, and interpersonal communication skills.
- Strong strategic thinking, project management, and client service abilities.
- Experience managing multiple priorities and deadlines in a fast-paced environment.
- Knowledge of AP style and media relations best practices.
- APR accreditation is preferred.

What Success Looks Like

- Consistently delivers measurable earned media results and strategic communications outcomes for clients.
- Serves as a trusted advisor who anticipates client needs and provides proactive counsel.
- Maintains strong media relationships that generate meaningful opportunities for clients.
- Contributes to a collaborative, high-performing team culture while helping elevate agency standards and client success.