

The Public Relations **Specialist** is the managerial help for the advertising office. The Public Relations Specialist will be a necessary piece of our showcasing and deals functions and will help the Marketing Manager in creating and executing a fruitful advertising strategy, to incorporate event coordination and campaign advancement. As a public relations specialist, you will play a major role in storytelling to help the company grow on a national level.

- You will work with partners to produce ways for IBJ to generate media in the news, both on a nearby and on a national dimension. Obligations include:
- Create and implement PR plans, models, strategies, and systems
- Cultivate brand development and enhance the voice of the company
- Research information to stay on top of competitive trends and gather newsworthy data to create media and press; for example, media kits, network articles, pitches, contextual analyses and copywriting.
- Research, execute and arrange ventures to propel the company's image and advertising targets
- Develop and collaborate to build relationships to keep up associations with local and national media
- Work together with accomplices' groups to co-make PR activities and draft joint reactions