



TECBOMO LIMITED LIABILITY COMPANY PUBLIC RELATIONS MANAGER JOB DESCRIPTION

EQUAL OPPORTUNITY EMPLOYER

TECBOMO Limited Liability Company is proud to be an equal opportunity employer. We believe diversity and inclusion are essential to creating a positive and productive work environment. We welcome individuals of all backgrounds and are committed to providing equal employment opportunities to all employees and for employment. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, gender identity, disability, or protected veteran status.

Location: Waldorf, MD (Charles County)

Company: TECBOMO LIMITED LIABILITY

Public Relations Manager | Position Description

The Public Relations Manager will oversee the management of the organization's communication initiatives with media personnel. Their duties include overseeing a team of public relations professionals to delegate tasks, writing or editing press releases prior to publication, and helping their company organize events such as conferences that involve their industry and the local community.

Public Relations Manager responsibilities include:

- Coordinating all public relations activities
- Developing a marketing communications plan including strategy, goals, budget and tactics
- Developing a media relations strategy, seeking high-level placements in print, broadcast and online media.
- Cultivate and maintain our technology partnerships

Hiring Salary Range: TBD

Job brief

We are seeking a Public Relations Manager (PR Manager) to nurture a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective communication and media relations programs.

The Public Relations Manager (PR Manager) shapes our organization's point of view to their audience through interviews, media releases, and other forms of communication, monitoring social, economic, and political trends that may affect the organization.

Responsibilities

- Develop a marketing communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations activities
- Direct social media team to engage audiences across traditional and new media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them.
- Requirements and skills
- Proven working experience in public relations required
- Proven track record designing and executing successful public relations campaigns at both a local and national level
- Strong relationships with both local and national business and industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews
- Exceptional writing and editing skills
- Solid experience with social media including blogs, Facebook, Twitter, etc.
- Event planning experience

What We offer

Working at TECBOMO is an opportunity like no other. In addition to a competitive compensation package, including base salary, bonus and a full range of benefits, TECBOMO offers a creative, supportive and flexible environment. This environment encompasses a pathway for expedited organizational growth and promotion.

Education

- BA/MA degree in Marketing, Advertising, Communications or a related discipline.

All qualified applicants will receive consideration for employment without regard to interaction, gender identity, interactional orientation, race, color, religion, national origin, disability, protected veteran status, age, or any other characteristic protected by law. As a general policy, TECBOMO does not offer employment visa sponsorships upon hire or in the future.

Candidates for this position should visit TECBOMO's partner ecosystem page:

<https://www.tecbomo.com/partner-ecosystem>