

Media Relations Strategist Job Description

Position Summary

A Media Relations Strategist assists the public relations team with traditional media outreach campaigns at the local, national and industry levels. Possessing a strong journalistic foundation, this professional is responsible for building media lists, identifying newsworthy story angles, developing targeted and exclusive pitches, crafting compelling press releases and ultimately securing coverage that helps businesses achieve awareness and thought leadership goals.

The Media Relations Strategist works with a range of B2B and B2C accounts, easily pivoting from one scenario to another without relying on a templated approach. They understand how to adapt their outreach within a comprehensive plan driven by senior PR leaders. They also collaborate closely with account managers and copywriters to meet campaign objectives.

Success in this role will be measured by media placements secured, relationship-building with journalists and the ability to identify and act on timely media opportunities.

Position Requirements

Must demonstrate PR and journalistic writing capabilities rooted in AP Style, as well as a successful track record of securing exclusive stories at the local, industry and national levels. Must have established media relationships and an eagerness to build new relationships in alignment with client needs. The ideal candidate will also be able to juggle multiple projects at once while meeting all deadlines and offering recommendations to improve plans and processes.

This is a work-from-home position, so the right candidate is highly self-motivated, independent and able to execute job duties without direct supervision throughout the workday. However, that doesn't mean a Media Relations Strategist operates on an island! Our team is highly collaborative in a virtual environment, and we meet in-person occasionally. Expect ongoing guidance and mentorship. Similarly, it is expected that a Media Relations Strategist will be resourceful and reach out frequently to update teammates on tasks, ask questions and seek feedback from leaders.

A "can do" attitude is essential, coupled with an understanding that all tasks, no matter how fundamental, contribute to the overall success of a campaign. We take pride in our work at all levels and encourage everyone to bring fresh ideas to the table.

- 5+ years professional experience in PR, marketing, communications or journalism
- 2+ years media relations experience at a PR agency
- Bachelor's degree in PR, marketing, communications, journalism or related field
- Proficient in AP Style
- Proficient with Cision for media list development and research
- Proficient with media query services for pitching stories
- Experience with CoverageBook is a bonus
- Highly punctual and deadline driven
- Takes a proactive role in professional development
- Driven to grow and seek out learning opportunities

- Must have your own computer (relevant software and subscriptions provided)

Key Responsibilities

Duties include, but are not limited to:

Media Relations

- Build and maintain targeted media lists using the Cision media database and online research
- Execute traditional media outreach aligned with clients' goals, which includes:
 - Identifying creative and relevant story ideas
 - Developing targeted pitches for an array of business objectives
 - Researching media targets for exclusive coverage
 - Keeping current with client industry news, regularly recommending new angles for coverage
- Contribute to press release development
- Oversee the distribution of press releases, understanding the nuances between direct media distributions and newswires
- Oversee media interviews and offer sources guidance, as directed by senior leadership
- Oversee media monitoring and reporting efforts, which are defined by senior leadership
- Foster and maintain relationships with journalists

Daily Operations

- Ensure all deliverables are accurate and on time
- Attend and participate in client meetings virtually or in person, as needed
- Complete other account services tasks, as assigned by senior leadership

Benefits

- 401(k) with company match
- Health insurance
- Dental insurance
- Vision insurance
- Short/long-term disability
- Life insurance
- Paid parental leave
- Flex scheduling upon approval
- Reimbursement/fees covered for industry association memberships and events
- Environment and culture that supports physical and mental wellness

Aker Ink Core Values

- **Fanatical Excellence:** An intense dedication to exceeding expectations and producing the highest quality work.
- **Own It, Solve It:** Accountable to ourselves, our team and our clients. As problems arise, proactively solve them for the betterment of all parties.

- **Continuous Improvement:** Dedicating time to build connections and skills will lead to personal and professional growth. Value new and creative ways of thinking and executing.
- **Positive Can-Do Attitude:** In the face of both opportunities and challenges, creativity and enthusiasm ensure the most successful outcomes.