

## PPAI JOB DESCRIPTION

### ***Public Relations Specialist***

This position works closely with association staff and interfaces with industry stakeholders to generate industry and business-to-business awareness and support through media, public relations, marketing and advertising. This position reports to the Director of Marketing, focusing primarily on executing and monitoring public relations initiatives and supporting the organization's overall communications and branding efforts. The qualified candidate will assist with the creation, management, and implementation of public relations campaigns with the goal of enriching the association's position within the industry and among business-to-business audiences.

#### **Reporting Structure**

Title of reporting manager: Director
Department: Marketing

#### **Job Status**

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: HQ/Remote Flexibility

#### **Job Discretion**

How many people does this position supervise: 0
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

#### **Essential Functions and Primary Duties** *(list up to 10 most important points)*

1. Assist with planning and execution of public relations programs designed to create and maintain a favorable public image for the Association and promotional products industry.
2. Maintain a high level of awareness of all department initiatives and consults management on solutions to optimize operations to effectively reach stated goals.
3. Develop and maintain professional relationships with news media contacts.
4. Develop press kits/messaging for media.
5. Monitor Association and Industry media.
6. Maintain social media presence for the Association and the industry.
7. Work with art department on the production of collateral that pertains to PR efforts; printed and promotional materials; as well as web content.
8. Maintain relationships with buyer outreach initiative partners such as AMA, PRSA and Ad Week.
9. Write speeches, press releases and emails for the Association including the development of professional communications to disseminate information on a multitude of platforms.

- Copyedit, proofread, and revise communications for PR and marketing initiatives collaborating with the Marketing team to prioritize departmental initiatives and develop action plans to serve the Association community and the industry.

**Secondary Responsibilities (list up to 7 lesser important points)**

- Work with manager to schedule timely workflow of in-house and external project production.
- Assist in the development of marketing communications campaigns.
- Assist in the creation of thought leadership presentation materials.
- Create and distribute press releases, media relations content, case studies, white papers, executive bios, executive blog content, social media content, and speaking proposals.
- Track, evaluate and share results of PR initiatives.
- Work with in-house production and external media to assure timely digital, programmatic, broadcast and print ad submissions.
- Assist in the content curation, production and distribution of the association's annual report to stakeholders.
- Other duties as assigned by the department or supervisor.

**Association Wide Responsibilities & Values (expectations of everyone)**

- Provide honest and ongoing communication as needed to support success throughout the organization
- Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
- Provide high-quality products, reports, communications and projects for all audiences internally and externally.
- Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
- Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
- Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
- Foster cultural values, mission and overall organizational guidelines of PPAI.

**Education Preferred**

School/Certification Authority	Degree/ Certification	Major/ Minor
High School: Required	Diploma	
College: Required	Bachelor's	Public Relations/Journalism/Marketing

**Experience Preferred**

Type of Work	Years of experience	Depth of Experience
Public Relations in a marketing communications environment	3+	High
Google Analytics	3+	Mod

Media monitoring/distribution & social engagement software	3+	Mod
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### **Knowledge, Skills and Abilities Preferred**

<b>KSA's</b>	<b>Years of experience</b>	<b>Depth of KSA's</b>
Writing, AP Style	3+	High
Interpersonal Skills	3+	High
MS Office: Word, Excel & PowerPoint	3+	High
Work in both an autonomous and collaborative environment	3+	High

### **Physical Activity**

- \*Sitting:
- \*Standing
- \*Lifting
- \*Pushing/Pulling
- \*Bending/Stooping
- \*Extended work hours, extended weeks (endurance requirement)

### **Work Environment**

- \*Office environment
- \*Trade show floor or event venues
- \*Temperature controlled environment
- \* Travel: Must be able to travel

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 Apply to: [apply@ppai.org](mailto:apply@ppai.org)