



**WISE**<sup>™</sup>  
Advise + Assist Team

## Public Relations Analyst

### **Summary**

WISE Advise + Assist Team is looking for a tech-savvy Public Relations Analyst. You will be responsible for planning and writing content that will drive lead generation and overall engagement for our clients. You must be able to thrive in a client-facing environment, translate business goals into public relations strategy, possess a strong creative sense & knowledgeable of trends in the Public Relations space.

### **Responsibilities**

Main duties will include, but not limited to:

- Responsible for developing and implementing Public Relations strategy plans that are consistent with clients' business goals and brand
- Proactively identify opportunities for the client to earn positive media coverage by developing original story/pitch ideas
- Conducts media outreach and handle research projects
- Collaborate with Public Relations team to write compelling content that complements clients' target audience; this includes press releases, newsletters, reports, and multimedia presentations
- Track booking and/or media contacts; following pitching sequence deadlines
- Conduct research involved with each client; this includes market research, industry research, news tracking, all complimenting the voice of client and target market

### **About the Job**

The WISE Team is made up of an all virtual workforce. With the challenges of working virtually, in a fast paced environment we are made up of strong and unique individuals who create our team first company culture.

A successful WISE Team Member enjoys continually learning new things and is constantly improving themselves. They are a strong communicator who is able to communicate complex ideas, listen well, and maintain excellent customer service. They are organized and detail oriented. They have the ability to accept feedback and make adjustments based off of that feedback. They take pride in their work and maintain a high level of quality control. They have exceptional time management and are great at multitasking. They also enjoy new challenges and changes to their work environment.

Most importantly a successful WISE Team Member is authentic, versatile, a self-starter, and a team player.

We look forward to meeting you!

### **Minimum Qualifications**

- Associates Degree with related work experience



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- Work samples required: writing sample & digital content sample (ex: media kit, press release, marketing material, etc.)
- Understanding of Public Relations and Marketing concepts/practices
- Strong communication skills, both verbal and written
- Detail oriented
- Dedication to thorough research
- Manage a high volume of work in a fast-paced and ever-changing environment
- Work autonomously, with solid decision-making skills
- Tech-Savvy
- Outstanding time management skills
- An expert level understanding of clients' voice and ability to create digital content for target audiences
- Highly proficient in AP Style or Chicago Manual of Style
- Proven experience in Canva or similar software for creation of marketing materials
- Familiar with project management tools such as Teamwork and Trello

## Preferred Qualifications

- Bachelor's degree in Public Relations, Journalism, Marketing, or Communications
- 3+ years of professional Public Relations experience
  - Professional internships in a Public Relations Agency will be considered
- Advanced knowledge of Google Suite Apps, cloud services, and other technology tools
- Experience working with CRM software like HubSpot

## Computer Requirements

- For the home wireless system:
  - Strong Internet Connection
  - Have a firewall to protect wireless internet.
  - Not allow others to use their wireless internet.
  - Use strong passwords for the wireless system and firewall (not the factory installed).
- Computer:
  - Have 2-factor authentication for computer and critical software.
  - Encryption for hard drive
  - Good security software (McAfee, Norton, MalwareBytes, etc)
- If traveling or working outside the house:
  - Do not use unsecured public Wi-Fi
  - Tethering or VPN to protect internet usage
  - Never leave computer unprotected - especially if it is on and unlocked

## Additional Information

- Supervisory Responsibility: This position has no supervisory responsibilities.
- Position Type and Expected Hours of Work: This is an hourly, contract position.



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- **Other Duties:** Please note this job listing is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.