

# Public/Media Relations Assistant



The Media Relations Assistant is a cornerstone of our organization's public and media relations efforts, corporate communications strategy, content creation initiatives, and maintaining strong relationships with partners, ensuring adherence to contractual agreements.

## Responsibilities:

- Maintains communication and assists with the needs of the client.
- Connect with influential media outlets and journalists to place stories about company news and other initiatives.
- Assist with event planning, including working with vendors, event coordinators, and design teams for on-site collateral.
- Create content regularly to grow the company's footprint (press releases, corporate announcements, and creative content).
- Collaborate with prominent members of the company, including executives, to craft and pitch press releases and thought leadership columns.
- Establish a sustainable, strategic approach to PR based on adding value to media outlets and event managers, not just asking for it.

## Requirements:

- Past experience in public relations, corporate communications, content marketing, or relationship management.
- Skilled in creating, editing, and promoting written and visual content.
- The ideal candidate will have experience pitching, crafting, and placing content externally through guest blogging or op-ed development and experience with event management and sponsorships

**In addition to the above, the following personal attributes will be used to evaluate the successful candidate:**

- Self-motivated with a proactive approach to tasks.
- Inspirational leadership abilities that motivate and guide others.
- Strong business acumen, with a keen understanding of industry dynamics.
- Exceptional organizational skills to manage complex tasks efficiently.
- A good sense of humor to foster positive work culture and morale.
- Outstanding communication abilities to convey ideas effectively.
- Superior presentation skills to engage and captivate audiences.

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