



PUBLIC RELATIONS & CONTENT SPECIALIST

Status: Full Time

Compensation: based on experience + generous profit-sharing program

Benefits: Health insurance

Location: Fort Collins, Colo.

About WildRock: As a boutique public relations and marketing firm, WildRock specializes in giving businesses one-on-one attention to get the boost they need to outshine the competition. Combining creativity, practicality and strategy, WildRock has the know-how to take brands to the next level through an innovative toolbox of solutions, helping our clients navigate the complicated landscape of public relations and marketing.

Our Philosophy: We are mature, positive, and collaborative professionals who respect others, embrace change and are wildly creative!

Performance Expectations: WildRock is looking for a full-time Public Relations and Content Specialist to provide a breadth of support for both new and existing client accounts with strategic supervision only. Content savvy and a self-starter, the Public Relations and Content Specialist will balance a variety of projects and deadlines for various clients with poise, while also helping Account Managers produce stellar PR placements and drive account ROI.

Abilities include but are not limited to landing both traditional media (TV, radio, newspapers, magazines, and trade journals) as well as influencer relations. Additionally, this role requires a high level of creativity and persistence to consistently land top tier placements through a proven Rolodex of contacts and long-established relationships with media members.

This individual is also well-versed in content strategy with a proven ability to produce both long and short-form content that resonates with target audiences.

Professional Competencies: Creative, organized, prompt, detail-oriented, business acumen, planning and project management skills, team player, excellent customer service orientation, and highly effective interpersonal communication and problem solver.

Conditions of Employment: Full time (40 hours per week/some weeks may be more), willing to travel, reliable transportation.

Required Experience/Proven Track Record in:

- Client relations, recruitment and retention:
 - Seamlessly managing projects through WildRock's project management system.
 - Client expectations management, client retention and superior customer service.
 - Preferred agency experience.
- Public Relations:
 - A large Rolodex of national/local media and influencer contacts.



- Proven ability to spearhead media relations, media list building, press release writing and distribution (including AP Style experience), customized pitch writing through thorough research and identifying news hooks, fostering media relationships.
- Experience with media monitoring with the ability to secure consistent coverage for a variety of brands, both B2B and B2C.
- Media event planning including tradeshow experience, pitching and FAM trips.
- Coordinate PR reporting and metrics with the ability to drive consistent results.
- Stay current on PR trends through research, social media, webinars, training and competitor activity.
- Content Strategy and Creation:
 - Strategic copywriting for various mediums and audiences in both digital (Google AdWords, Facebook, etc.) and print formats with the ability to produce captivating narratives and detailed reports.
 - Support ROI-driving campaign planning for a variety of communication channels from newsletter format to social media, blogs, press releases, surveys or website content, announcements.
 - Develop multi-media assets (such as photos and videos).
 - Strong eagle-eye proofing capabilities.
 - Stay current in content writing trends and proofing techniques.
- Social Media:
 - Written and multi-media content development as well as posting/scheduling natively and within programs such as Sprout Social.
 - Ability to tap into social media efforts to maximize PR placements and reach target audiences.
- Communication Tools:
 - Natural internal and external communicator, including presentation skills.
 - Relationship building with colleagues, clients and community.
 - Microsoft Office, including Outlook, Word, Excel and PowerPoint.
 - Online research and databases, experience with CRM systems and media list build systems like Cision.
 - Design and video/photo editing skills desirable.
 - Familiarity with social media platforms (Facebook, Instagram, Twitter, and LinkedIn) as well as email marketing programs (MailChimp, Constant Contact, etc.).

We're looking for people with at least 3-5+ years of experience in public relations and marketing, specifically those with agency experience.

Please submit the following by email, no calls please:

- Submit to info@wildrockpr.com
- Cover letter
- Resume
- Portfolio (link preferred)
- References