



# Marketing & Public Relations Specialist

K Strategies is an award-winning marketing and public relations agency with two decades of experience helping organizations position themselves to increase market share and engage target audiences. We create inspiring marketing campaigns and materials that help our clients build credibility, educate their audiences, and attract new business opportunities. We make ideas happen and help our clients achieve their goals. We value strategic thinkers who want to make an impact.

We're looking to hire a marketing and public relations specialist to expand our Marketing and Public Relations Team.

## Job Responsibilities

- Lead and direct campaigns and projects including developing project strategy and action plans.
- Write for a variety of content including public relations plans, communications materials, social media, website content, press releases, speaking points, and program reports, etc.
- Coordinate the creation of eye-catching marketing materials (flyers, brochures, presentations, newsletters, and digital assets)
- Direct and get local, national and global media coverage (TV, radio and print) for campaigns. Pitch stories, lead media relations with reporters, prep clients for interviews, monitor coverage and analytics, and create campaign reports.
- Create and lead strategic social media campaigns including developing brand, writing posts and responses, coordinating graphics and photos, and increasing social media presence.
- Lead the coordination of special events including press conferences, focus groups, conferences, community events, grand openings, etc.
- Develop metrics and key performance indicators to evaluate the performance of marketing campaigns and strategies
- Create project documentation including presentations, status reports, and other documents as necessary
- Review all deliverables to ensure high-quality, professional outputs to exceed client expectations

## Qualifications

- Five or more years of marketing and public relations experience
- Bachelor's degree in marketing, public relations, communications, journalism or related field
- Excellent writing skills using AP Style
- Experience managing media campaigns and pitching stories, and you have previous relationships with reporters
- Proven experience leading and developing marketing campaigns
- Experience working in a fast pace environment, able to multi-task and meet tight deadlines and high client expectations
- Bilingual (English and Spanish) is a plus

## Compensation / Benefits

- Competitive salary based on experience and skill set
- Able to work approximately 50% of time remotely from home
- PTO (3 weeks) and 9 paid holidays
- Cell phone allowance
- 401K with matching
- Health, dental, vision and life insurance
- Short Term Disability (STD), Long Term Disability (LTD) and Accidental Death & Dismemberment (AD&D)

## Ready to apply?

Email your resume to [careers@kstrategies.com](mailto:careers@kstrategies.com) and put **MPRS** in subject line.

Complete 5 -10 minutes careers assessment at <https://go.apply.ci/s/94DB8E0000>

WE MAKE **IDEAS** HAPPEN.