



**Blender Inc.**  
**Public Relations Manager**  
**Job Overview**

**About Blender**

Blender is Pittsburgh's leading integrated marketing firm specializing in work with non-profits, arts organizations and educational institutions. We've taken our decades of results-driven marketing work in the corporate, commercial, and retail industries and blended it with heart for our community. That's why Blender is like no other agency in Pittsburgh. Learn more: [blenderadv.com](http://blenderadv.com).

At Blender, Inc., the selected candidate will join an experienced team of innovative communicators in a fast-paced environment to produce powerful, results-oriented work. The individual will manage the development of public relations plans and tactics for a variety of clients. Potential for growth within the company.

**Responsibilities**

- Identify storytelling opportunities among clients and within the community
- Lead development and execution of integrated communication plans including strategy, goals, tactics and measurement
- Develop effective media relations strategies, seeking prominent placements in print, broadcast and digital media
- Manage public relations activities including pitches, follow-ups, inquiries, interviews
- Develop and cultivate strong media relationships across relevant media
- Thoroughly prepare clients for media appearances through practice sessions, development of key messages/talking points
- Conduct interviews and author journalistic style articles
- Work with social media team to engage audiences across traditional and new media
- Create content for press releases, byline articles, thought leadership pieces, key messages/talking points
- Monitor, analyze and communicate PR results on an ongoing basis
- Maintain a current understanding of industry trends affecting clients

**Qualifications**

- Bachelor's Degree in marketing, communications, public relations, or a related field with 3-5 years of experience
- A positive, enthusiastic, self-starter with a strong desire to do good
- Experience in media relations, writing, editing, project management is required
- Must possess a strong attention to detail and the ability to manage various assignments for multiple clients at once
- Excellent time management and organizational skills
- Passionate about finding new and interesting ways to tell stories
- Strong communicator (written and verbal) with a solid understanding of media relations
- Comfort and ability to work both independently and as part of a team
- Agency experience preferred but not required

Please send letter, writing samples and resume to [kris@blenderadv.com](mailto:kris@blenderadv.com).