

PR Manager

The PR Manager for Adsoka is responsible for managing the execution of all local marketing, PR and communication activities for a variety of clients. The role typically involves growing brand awareness and market share for various organizations through strategic product PR campaigns.

Responsibilities:

- Creating and maintaining social media presence (40%)
- Draft and edit media relations materials (30%)
- Manage clients' Social Media and Analyst Relations programs (20%)
- Quality assurance (10%)

Skill Requirements:

- Knowledge and experience of traditional and new / social / digital media PR tactics
- Experience across social media platforms such as microblogging, mobile location-based services and content sharing sites
- Willingness to develop intimate knowledge of marketing tools
- Ability to anticipate challenges and resolve them quickly
- Strong desire to initiate ideas and influence change
- Flexibility to conform to changing client needs

Characteristics:

- Strategic thinking ability and creative problem solving
- Strong written and oral communication skills
- Detail-oriented
- Able to multi-task and use daily time management skills
- Strong organizational skills
- Self-motivated
- Able to accept constructive feedback

Applicant Requirements:

- Applicants need to have at least 2 years experience and/or demonstrated abilities to perform the work