

RISE, LLC

Job Title: Social Media/ Public Relations Specialist

Date: 2014

Company: RISE, LLC

Location: Buffalo, NY

Industries: Professional Development

Job Type: Full Time

Reports To: Chief Marketing Officer

Dept: Marketing

Job Definition and General Description:

The Social Media/ Public Relations Specialist at RISE, LLC is responsible for conveying a positive and powerful message to members of the community. As a member of the marketing team, candidates will need to maintain and defend the purpose and mission of RISE, LLC through online outlets and media content. He or she should exhibit knowledge of social media accounts and website design as well as excellent verbal and written communication skills.

Reporting Relationships:

Reporting directly to the Chief Marketing Officer, the Social Media/ Public Relations Specialist will work closely with other members of the RISE, LLC marketing team to ensure cohesion of marketing messages.

Duties And Responsibilities:

The Social Media/ PR Specialist is responsible for enriching the image of RISE, LLC within the public eye. By creating a favorable impression to both clients and the general public, the Social Media/ PR Specialist will send messages to the masses through media releases and online content. He or she will initiate and implement public relations strategies. Key duties and responsibilities include:

- Creating and maintaining the RISE, LLC website, Twitter, and Facebook page (30%)
- Creating and delivering press releases, media relations content, and new service launches in order to generate publicity (25%)
- Identifying, developing, and maintaining media contacts so as to effectively execute communication strategies (20%)

- Researching current media and industry trends and, if necessary, handling controversial public matters (15%)
- Helping to clarify and maintain the mission and purpose of RISE, LLC to the media, clients, and general public (10%)

Position Requirements:

Ideal candidates must display the following skills/abilities:

- Proficiency in computer skills including Microsoft Office programs
- Extensive knowledge of website design and implementation as well as Facebook and Twitter accounts
- Ability to work within a team as well as individually
- Excellent verbal and written communication skills, ability to convey important messages
- Oral presentation skills
- Ability to effectively inform, persuade, defend
- Passion for the professional development services provided by RISE, LLC

Education and Experience:

- Bachelor's degree in Marketing, Public Relations, Business, or a related field
- OR
- 3 years related public relations experience

Additional Information:

- The Social Media/ Public Relations Specialist will complete a 40 hour work week
- Beginning salary is \$40,000 given through bi-weekly paychecks with a 5% increase each year

Application Process

If you are qualified and interested in this position, please send a cover letter and resume to RISEjcs@gmail.com.