Public Relations Manager - Job Description

Deadline to Apply: Friday, August 9, 2013

Central Atlanta Progress, Inc. (CAP) is a nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and with government since 1941 to help build a better center city. It carries out research and planning and acts as a catalyst for a wide range of programs and projects for the improvement of Downtown Atlanta. The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, is a public-private partnership that strives to create an attractive, safe and livable environment for Downtown.

CAP/ADID is seeking to hire a Public Relations Manager to provide strategic and tactical PR support, including media relations, crisis communications, social media, creative coordination, and special events. Reporting to the Vice President of Marketing, the ideal candidate will be responsible for the following:

- Manage day-to-day public relations activities, including research, planning, implementation and evaluation
- Secure positive media coverage to keep CAP/ADID and Downtown Atlanta in the news
- Must be able to develop clean, compelling news releases, fact sheets, statements, etc. under deadline pressure and proactively pitch media
- Plan, promote and manage special events and meetings
- Write and edit content and copy that includes publications, advertorials, newsletters, web content and speeches
- Work in coordination with Marketing and Creative Director on web content creation, management and analytics
- Perform other duties as assigned

Minimum Qualifications:

- Strong computer literacy is essential: MS Office
- Ability to learn new web-based tools and software including Adobe Illustrator/Photoshop
- Demonstrated success in securing media coverage (local, trade and national)
- Possess excellent writing and editing skills with a strong attention to detail
- Willingness to work a flexible schedule in order to meet aggressive deadlines
- Relevant knowledge of local media, national news, industry trends
- Strong speaking and grammar skills
- 3-6 years of non-profit or agency public relations, marketing or communications experience
- Event planning experience
- Experience with digital marketing (Email, Social, SEM/SEO)
Knowledge, Skills and Abilities

- Demonstrate effective knowledge of community leadership and the workings of local, municipal and state government
- Superior interpersonal skills
- Highly organized, self-directed and able to juggle multiple projects
- Understands and uses social media on a regular basis
- Team player willing to contribute in all areas of marketing and communications
- High energy, positive, “can-do” attitude, flexibility, teamwork, and attention to detail; high degree of initiative required
- Expertise in AP style
- Strategic thinking skills
- Annual planning and budgeting experience

Salary and Benefits

Employment, including benefits, is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer. CAP offers employees a competitive benefits package including health insurance, dental insurance, short-term disability and a 401(k) savings program. A salary of $40,000 to $45,000 per year based on experience is anticipated for this position.

To Apply

To apply for this position, you must submit your résumé, cover letter and two writing samples via e-mail to: wilmas@atlantadowntown.com no later than the deadline listed above. Include the position title in the subject line of your e-mail.

All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Applicants who are not selected for interviews will not receive notification.