

Public Relations Manager - Tech Image

Tech Image (<http://www.techimage.com/>) is the Midwest's only 100% employee-owned marketing services agency that offers public relations, digital marketing and social media to global clients across a myriad of industries. We are a B2B and B2C agency looking to fill a Public Relations Manager position in our downtown Chicago office, although we are currently working remotely.

Tech Image offers competitive compensation and benefits, an outstanding workplace culture and excellent work/life balance. As a wholly owned company of SmithBucklin the agency operates as an independent organization and is fast-tracked for high growth. This hire will participate directly in setting the course for the agency's future, as part of a new brand launch.

This position is ideal for an emerging PR power producer. In addition to offering an amazing environment to learn and grow, we are looking for a dedicated professional who will bring their own unique talents, knowledge and energy to strengthen our existing team. We are seeking a progressive PR professional that has extensive agency experience and is a media relations power-producer.

Position Responsibilities

- Drive strategies, plans, deliverables and performance measurement with colleagues and president
- Collaborate and work to ensure optimal day-to-day implementation of all client programs
- Participate in developing agency SOPs for day to day activities
- Work with colleagues to set and meet all media relations and earned coverage goals
- Work with client and colleagues to develop all PR content based on trends, client products and competitive landscape
- Ability to create compelling brand, thought leadership, and competitive advantage pitch materials and content
- Support client tradeshows and events – virtually and in person
- Adopt and support all agency's progressive PR and operational protocols
- Work collaboratively to support client product launches, brand elevation and competitive positioning
- Use Cision, ProfNets, HAROs, Sprout and Sprinklr to build and augment all media relations efforts
- Use BusinessWire in progressive ways to lift reach and performance for posted releases
- Leverage social listening and social media to extend client messages, reach and voice
- Be aware of current public relations principles, trends, tools and methodologies
- Learn each client's company, products, services, competitive landscape and overarching objectives
- Work with client influencers, SMEs and ambassador teams to cultivate and disseminate content
- Work with president and colleagues to refine what and who Tech Image is as a brand
- Participate in new biz dev, proposal development, pitch meetings, website contribution and vetting prospective clients
- Participate in the continuous improvement of Tech Image an award-winning and highly sought after national agency
- Work with new to end existing staff to support their training and understanding of Tech Image processes and cultural
- Engage effectively with all team members to offer helpful and thoughtful ways to improve their performance

- Eagerly accept direction and constructive advice from supervisors and agency leadership
- Proactive and enthusiastic about working with other team members in a fast-paced environment
- Publish weekly reports about client program performance and your own weekly activities
- Foster an open and inclusive agency culture, where diversity, innovation, ideas and colleague support thrives

Qualifications

- 5-6 years of public relations agency experience
- 2-3 years experience in leading/co-leading client accounts
- Proven work experience across diverse B2B, B2C and non-profit clients
- Experience with technology, life sciences, hospitality and construction industries a plus
- Proven portfolio of earned coverage or client success case studies a plus

Equal Employment Opportunity

At Tech Image, a SmithBucklin Corporation company, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status or any other protected status designated by federal, state or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference and background investigation based on position.

Apply Here: <https://www.click2apply.net/W7YR7OHBdr6NU8WZipRxdVBI138896332>