



Do you want to make an impact for some of the largest industrial companies in the country? Are you energetic, driven, organized and love to write? You may have what it takes to be a **Public Relations Manager** at TRINDGROUP, a PR, Marketing and Design agency located in Auburn, Alabama. Our company is growing, and we are looking for a **Public Relations** practitioner to join our award-winning team.

This position is ideal for a practitioner looking for an opportunity to excel in a creative environment. TRINDGROUP specializes in public relations, marketing and design for business-to-business (B2B) companies. Our primary clients operate in the marine, agriculture/aquaculture, wastewater, energy (oil & gas), engineering and industrial manufacturing segments.

This full-time position works out of our Auburn, Alabama office. You will oversee establishing and maintaining relationships with media publications, community, employee, and public interest groups by writing press releases and other media relations, pitching story ideas, responding to requests for information, interviews, press conferences and coaching client representatives regarding both internal and external communication with their publics, clients and the media.

The position requires interaction with TRINDGROUP clients, so strong communication skills and the ability to travel are a must. You will report to the VP of Operations, as well as work collaboratively with the entire team.

TRINDGROUP offers:

- Competitive Salary
- Employee Health Benefits
- Paid Time Off
- Opportunities for Business Travel
- A career with a growing company that offers personal development through training, webinars and conferences

Candidate must work well in a fast-paced team environment, excel under pressure, handle multiple projects and assist various departments within the organization. For consideration, please submit cover letter, resume and writing samples to [Kelli.Hartsock@trindgroup.com](mailto:Kelli.Hartsock@trindgroup.com).

### Requirements

- Bachelor's Degree in Public Relations or Journalism is required
- Experience: 1+ years of industry experience preferred, but not required
- Recent graduates are welcome to apply
- Classification: Exempt, full-time

**Overall Duties:**

- Responding to requests for information release or press conference from the media or designating a spokesperson or source of information
- Establishing and maintaining relationships with media publications, public interest groups
- Writing press releases and other media communication to promote clients and pitching of newsworthy ideas and concepts
- Planning or directing the development of programs to maintain favorable public and stockholder views of the organization's agenda and accomplishments
- Coaching client representatives in effective communication with the public and employees
- Studying the organization's objectives, promotional policies, and needs to build public relations strategies that influence public opinion and promote products, ideas, and services
- Preparing and editing organizational publications, including employee newsletters or stockholders' reports, for internal and external audiences
- Working with the TRINDGROUP team to prepare messaging guides and disseminate proper messaging regarding TRINDGROUP clients
- Spearheading client events and tradeshow coordination and messaging

**Required Skills**

- Knowledge of AP style
- Knowledge of media monitoring software i.e., Meltwater
- Excellent written and verbal communication skills
- Ability to pitch to media
- Willingness to learn and explore B2B industry verticals of TRINDGROUP
- An ability to work on big strategy plans as well as day-to-day tasks
- Ability to think both creatively and strategically
- Ability to edit and provide feedback on both own work and colleague's work
- Ability to run PR campaigns that deliver measurable results and meet objectives
- Deadline-oriented, inquisitive, with great follow-up and reporting skills
- Creativity in securing coverage and buzz with traditional outlets
- Understanding of social media and solid experience working with bloggers and social media coordinators
- Responds well under pressure with strict time limit
- Quick and enthusiastic learner
- Proficiency in Microsoft Office
- Self-starter, energetic and professional
- Ability to problem solve
- Team player and ability to contribute to overall success of organization