

TRINDGROUP™

Are you driven, organized and want to excel in your public relations career? TRINDGROUP, a PR, Marketing and Design agency located in Auburn, Alabama is hiring a **Public Relations Manager** to join our account team.

This position is ideal for a practitioner looking for an opportunity to become a team member in a creative environment and learn more about the public relations process. TRINDGROUP specializes in business-to-business (B2B) companies. Our primary clients operate in the marine, agriculture/aquaculture, wastewater, energy (oil & gas), engineering and industrial manufacturing segments. Our company is growing, and we are looking for a **Public Relations** practitioner to join our award-winning team.

The position requires interaction with TRINDGROUP clients, so strong communication skills and the ability to travel are needed. You will work on a team with our Content Strategist and Co-founder, as well as report to the VP of Operations and work collaboratively with the entire team.

Do you want to make an impact for some of the largest industrial companies in the country? Join the TRINDGROUP Team and put your passion for PR to work.

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
- Coaching client representatives in effective communication with the public and employees
- Studying the organization's goals, objectives and needs to build public relations strategies that influence public opinion and promote products, ideas, and services
- Crafting and editing organizational content and 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
- Managing client schedules and working with other members of the Account team to implement tactics
- Co-managing client events and tradeshow coordination and messaging

Required Skills

- Knowledge of AP style

- Knowledge of media monitoring software or the willingness to learn software
- Excellent written and verbal communication skills
- Ability to pitch to media and the willingness to hone pitching skills
- Willingness to learn and explore B2B industry verticals of TRINDGROUP
- Ability to think both creatively and strategically
- Ability to edit and provide feedback on both own work and colleague's work
- Deadline-oriented, inquisitive, with great follow-up and reporting skills
- Creativity in securing coverage and buzz with traditional outlets
- Understanding of social media and excited to work with bloggers and social media coordinators
- Responds well under pressure when meeting deadlines
- Quick and enthusiastic learner
- Self-starter, energetic and professional
- Ability to think both creatively and strategically
- Ability to problem solve
- Team player and ability to contribute to overall success of organization
- Proficiency in Microsoft Office

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.

Requirements

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