

KMK MEDIA GROUP JOB DESCRIPTION

COMMUNICATIONS SPECIALIST

Job Description: Responsible for assisting clients in the creation and delivery of advertising, marketing and public relations. The form of communication may include press releases, social media, ad campaigns, promotional materials, video script, web content and other related marketing materials. Helps facilitate media buys and ad campaigns, represents KMK in the community and with the news outlets, and performs other duties as assigned. Also assists with KMK's own public relations, social media and marketing efforts. Reports to Marketing Manager.

RESPONSIBILITIES

Copywriting

- Copywriting for websites, marketing collateral, electronic newsletters, and radio/TV/print ads, and promotional videos, working to capture the essence of a client's business in a succinct, creative, persuasive fashion.
- Participate in creative consultations with account teams as requested to assure web projects, marketing collateral, social media and ad campaigns have the appropriate communications and copywriting support.

Media Relations

- Perform media relations for KMK clients including composing press releases, obtaining needed information from the client, doing online research to tie press releases to current events or other relevant and topical information; obtain any needed quotes or statistics; and work with the client to get approval before distribution.
- Distribute approved press materials via email, make follow-up inquiries for coverage. Coordinate interviews with reporters. Track coverage obtained.
- Coordinate press conferences, as needed, including researching and finding the best date, preparing news alerts, releases, background information, agendas, inviting other speakers to attend, and writing talking points and speeches, as requested. Other event planning duties may apply.
- Keep up on the latest in PR trends, distribution and tracking methods.
- Read daily newspapers, TV stories, national news to keep up on current events and possibilities for client PR exposure.

Social Media

- Assist with the creation of clients' social media marketing plans.
- Work with clients to manage, plan and grow their social media presence by posting relevant, content-rich information, monitoring posts and coming up with new, timely content.
- Provide clients with monthly reports of their social media success.
- Keep up on the latest social media trends, strategies and tracking methods.

Media Buying

- Work with sales team members to brainstorm goals/objectives for clients' advertising efforts.
- Work with KMK's media buyer, as needed, to negotiate and coordinate media buys and budgets to hit the desired target.

KMK Marketing Efforts

- Work with KMK team to maintain KMK's social media and blog accounts, posting weekly updates and monitoring for feedback.
- Compose and send out KMK's electronic newsletters every 4-8 weeks.
- Write KMK's press releases, sending out, and follow-up with news outlets.
- Help maintain KMK's own website content.
- Prepare presentations for KMK's staff to give publically and be an accomplished presenter yourself, able to give public speaking engagements on KMK-related industry knowledge.

Other Duties

- Participates in new business efforts as directed. Provide accurate time and cost estimates for new projects.
- Track all time and costs in time management software; alert CEO when projects are done and ready for billing.
- Track project status in KMK's online project management system.
- Perform miscellaneous tasks as assigned.

QUALIFICATIONS:

The qualifications for Communications Specialist are:

- A bachelor's degree in communications, journalism, marketing or a related field plus a minimum of 2 years relevant experience.
- If no degree is possessed, then 6–8 years related experience in agency setting is required.
- Exceptional computer skills:
 - Must possess complete proficiency with Microsoft Office Suite of products.
 - Thorough working knowledge of tools and technology for social media management including Facebook, Twitter, YouTube, LinkedIn.
 - Macintosh operating knowledge a plus.
- Demonstrated ability to think creatively and provide marketable solutions.

SKILLS REQUIRED:

- Strong communications, interpersonal and organizational skills.
- Able to manage multiple projects simultaneously while meeting set deadlines.
- Professional and courteous demeanor in all client and staff interactions: in-person, via phone, and via email. Can act as KMK or client spokesperson, as needed.
- Possess excellent written and verbal communication skills. Must be able to quickly and succinctly pinpoint the main and relevant points to a client's issue, business, service, product or event and write copy for web, marketing, social media or PR that helps effectively promote and sell the client's business.
- Think creatively to sell clients' services and products not only in written communications but in pitching stories to reporters, focusing on unique angles and writing to capture interest.

SALARY/HOURS

This is typically a full-time position, although circumstances and KMK need may allow part-time hours from time to time. Salary negotiable based on experience.