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Principals  
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## **Job Description:** Public Relations Specialist June 2019

At The Communication Group, our passion is creating value for our customers. We do it by the numbers. Our company is an integrated marketing communications firm that emphasizes data-driven strategic planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business and government-to-citizen.

### **AGENCY ROLE:**

ComGroup's clients are accustomed to receiving a superior level of service and value for their public relations investment. Our Public Relations Specialist's role serves a wide variety of agriculture, B2B and G2C clients. The PR Specialist works directly with our clients to create, implement and measure public relations campaigns.

### **TEAM MEMBER:**

The PR Specialist is required to work collaboratively within the client team to provide proactive and reactive public relations strategies, tactics and counsel to maintain and/or develop relationships with our clients and their audiences.

Providing the best experience requires the PR Specialist to provide creative and technical input to build PR campaigns that complement marketing, outreach and advertising strategies for every client. The ideal candidate should be motivated to take on the challenge of the exciting industry of public relations.

### **PLANNING, MANAGEMENT, MONITORING & REPORTING:**

ComGroup's PR Specialist is a strategic thinker with exceptional implementation skills that support our clients' business goals while simultaneously making the most effective use of the clients' resources. The ideal candidate will have an existing network of media relationships and an exceptional knowledge of the media relations process.

The PR Specialist candidate should demonstrate knowledge and experience in communications planning, PR strategy, news writing, media relations, content creation, content curation, event planning, social media management, social media writing, website content management systems, writing for web, crisis communication, project management, oral communication skills and public speaking. The candidate should also understand and demonstrate proficient experience in managing integrated communications programs.

The PR Specialist is responsible for management of social media channels, PR campaigns, real-time monitoring and reporting for the above. Flexibility, adaptability and the ability to learn quickly in various technical and creative environments, while delivering quality work by tight deadlines, are key attributes. Producing measurable results for the client is a key performance indicator for the position.

**INDUSTRY LEADERSHIP:**

The PR Specialist must be current and knowledgeable about best practices in traditional, digital and other media with a willingness to continue learning as the industry evolves. Strong online, web, mobile and digital media skills are a requirement. The PR Specialist participates in ongoing professional development and stays informed of industry trends. The agency will provide membership to the Arkansas chapter of PRSA.

The candidate must practice public relations in a manner consistent with the PRSA Code of Ethics. The agency will support pursuit of APR accreditation if the candidate is not already accredited.

**CLIENT MIX:**

The position has an emphasis on agriculture, B2B and G2C clients. Experience working with trade media including print, digital, online, social and auxiliary channels is a plus.

**TECHNICAL SKILLS:**

Superior PR writing skills, in accordance with industry best practices are a requirement. Skills in Excel, Word, PowerPoint, social media platforms and measurement tools, CMS, Google Analytics, Facebook Insights, other measurement and communication tools are expected. SEO experience is a plus.

**EXPERIENCE and EDUCATION:**

A minimum of 3 years of related experience such as agency and/or non-profit experience a plus. This is not an entry-level position.

A Bachelor's degree is required with preference given to those in marketing, advertising, mass communications or business. This position is with an agency and requires the time typically known for agency work. This is not a 9-5 position (see "*superior level of service*" in the AGENCY ROLE section above) and as such may require occasional travel, weekend commitments and on-call PR availability.

**ABOUT THE FIRM:**

The Communications Group is an award-winning, Arkansas-based, full-service marketing and public relations firm established in 1987. Our passion is creating value for our clients. Period. And we do it by the numbers. Our company is an integrated marketing and communications firm that emphasizes data-driven strategic planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business and government-to-citizen. Visit our website at [ComGroup.com](http://ComGroup.com).

**CONTACT:**

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