



# Manager, Public Relations

Allen & Gerritsen is seeking a rising public relations star to join its Philadelphia office as a **Manager, Public Relations** (equivalent to a PR Account Executive). The Manager will be an integral member of a collaborative, award-winning public relations practice that exists within a top Philadelphia advertising agency. The A&G PR practice is rapidly growing, and known for consistently developing creative, high-profile campaigns and securing features by Tier 1 media. This is a unique opportunity to gain hands-on and meaningful experience creating campaigns shoulder-to-shoulder with colleagues in paid, shared and owned content, and to have a clear path to grow your career.

## We want to hear from you if:

- You have 2-3 years of PR experience, preferably in an agency working with multiple clients.
- You have success pitching media. You're part detective, part journalist, and part salesperson – you have experience identifying the most relevant contacts, crafting a compelling pitch, and convincing reporters why your clients have the best news they'll cover all year.
- You have impeccable project management skills. You're obsessed with details, meticulous in planning, and have experience managing up and managing down to ensure a project's completion.
- You're uber-organized. To you, to-do lists are child's play. You have experience juggling multiple accounts/projects at once and you excel at keeping work moving forward across all fronts no matter how many balls are in the air.
- You're known for building killer presentation decks (Keynote experience is a plus, but transitioning from PowerPoint is a breeze). You understand how to analyze the goal of the presentation, have an eye for aesthetics, and, with guidance from senior leaders, can build a compelling deck from start to finish.
- You've worked in agency land for a few years and are eager for a new challenge with a lot of running room to grow an agency and your career.
- You love to write. If somebody asks you to name the top three things you're really good at, storytelling is on the list. You've applied those skills to draft key messaging, press releases, bylines, and op-eds.
- You're open to not being a specialist; instead, you'll relish the ability to apply your creativity to a range of accounts, tasks, and industries, from consumer to B2B to healthcare, and from traditional PR to influencer marketing. You embrace the idea that "variety is the spice of professional life."
- You're a team player and you're passionate about mentoring others. You know that the quality of work is dependent on the strength of a team, and you're eager to be a contributing member, learn from others, and help junior team members grow.



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## Other qualifications we like:

- Strong writing skills; writing samples, a writing test, and coverage portfolio will be required
- At least 2-3 years of experience, agency preferred; previous positions held include Account Associate or Assistant Account Executive
- Proven media relations acumen
- Impeccable attention to detail
- Working knowledge of PR tools like Cision, Muck Rack, Critical Mention, etc.
- Experience working at the intersection of PR and content creation
- Self-motivated disposition
- Influencer marketing experience is a plus, but not required
- Experience managing and creating content for social media channels is a plus, but not required

Allen & Gerritsen (a&g) is a fiercely independent agency located in the cities where independence was born, Boston & Philadelphia. Innovation & culture drive its success. a&g was named by Ad Age as the Best Place to Work in U.S. Marketing & Media not once, but twice, and relishes working with great clients that always ask, "What's next?" For more information, including creative profiles, visit [www.a-g.com](http://www.a-g.com) or find the agency on Facebook and Twitter.

Allen & Gerritsen is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Unsolicited resumes will not be accepted at this time. Please only apply if your experience matches the above requirements.

**If you're interested in applying, please reach out to Eva Wasko, Director of Public Relations, at [ewasko@a-g.com](mailto:ewasko@a-g.com).**