

JOB TITLE: Public Relations Director

REPORTS TO: President/CEO

Furia Rubel Communications is known as one of the nation's leading legal communications firms providing law firms and legal service providers with integrated marketing, public relations, crisis communications and social media strategy and support. The agency also is known regionally for its work with banks, accounting firms, educational institutions, municipalities, nonprofit institutions, and other business-to-business organizations.

The agency is seeking a Public Relations Director who will lead public relations and support crisis-focused client accounts. The individual also will support integrated marketing efforts, and oversee the agency's public relations needs.

CORPORATE CULTURE

Furia Rubel is an authority in integrated marketing, public relations and crisis communications. The members of its team are client-centric and approachable while maintaining a collaborative, creative, family- and dog-friendly office environment. Furia Rubel is a well-known brand in the national legal industry and in the Philadelphia region, and its leaders are well-respected. The team enjoys working together, supporting client initiatives, and coming up with new and creative solutions to unique challenges.

QUALIFICATIONS

Qualified candidates have:

- A degree in public relations, journalism, marketing or corporate communications
- Minimum of 8 years experience (agency, media or in-house; law firm and/or financial industry preferred) with a willingness to learn, lead and be a part of a team
- Excellent written and verbal communication skills, management and organizational abilities coupled with unwavering integrity and sound judgment
- In-depth knowledge of public relations and professional service / B2B businesses including law firm communications, litigation communications and financial communications
- Established relationships with journalists, bloggers, business and legal press
- Proven results with highly strategic corporate public relations and social media initiatives
- Experience with executive communications, integrated marketing and social media
- Knowledge about the aspects of strategic planning, budgeting and client communications
- Project and/or account management experience with demonstrated initiative, solid judgment and creativity
- Ability to work independently and as a team member in a fast-paced, deadline-oriented environment
- Client-centric mentality to ensure agency exceeds client and media expectations

- Advanced computer skills (Microsoft Office, database management systems, website content management systems, blog platforms, and WordPress editing; experience with Basecamp, CoSchedule, Meltwater, BurrellesLuce, IBIS World, TrendKite, Coverage Book and/or Gorkana a plus)

JOB SUMMARY / DUTIES

The duties of a Public Relations and Crisis Communications Director include:

Public Relations Strategy and Management

- Develop objectives, key messages, strategies and tactics, and manage the implementation of client public relations programs and how they tie into / support client business development and marketing efforts
- Draft and manage press releases, blogs, articles, biographies, backgrounders, case studies, white papers, social media content and other deliverables
- Manage media and blogger relations on behalf of clients and create and pitch stories and speaking engagement opportunities on behalf of clients and the agency
- Monitor client, industry and competitive news, and recommend/refine client strategies and tactics accordingly
- Oversee public relations and other client reports including status reports, visibility reports, media distribution reports, time allocation reports, and other reports as necessary
- Establish and maintain client relations, timeliness and quality of all client deliverables
- Work with clients and Furia Rubel team including freelancers to outline scope, goals, deliverables, required resources, timeline, milestones and budgets
- Support social media efforts as necessary for clients and agency
- Accurately forecast budgets and manage a team of agency resources
- Clearly communicate expectations to team members and clients
- Resolve any issues and solve problems throughout project/account life cycle
- Track and report on project/account milestones and update client's status reports

Crisis Communications Planning and Support (Occasional)

- Support crisis planning and response working directly with clients and the agency's CEO to draft crisis plans, manage crisis response initiatives, develop response strategy and execute accordingly
- Provide strategic advice to clients that includes, but is not limited to, creating strategic communications and crisis plans and recommending initiatives that will improve the client's public perception, risk management and reputation
- Cultivate strong relationships with clients and relevant stakeholders

Social Media Support

- Contribute to all Furia Rubel social media accounts.
- Monitor Furia Rubel and client accounts when necessary

SALARY RANGE

Commensurate with experience

BENEFITS

- 401K

- Health insurance
- STD/LTD/Life insurance
- PTO
- Up to two industry association memberships
- New business origination incentives

INTERESTED APPLICANTS SHOULD CONTACT

Careers@McCloskeyPartners.com

215-716-3035 x 712.