



PPRA Job Bank Form

Position:	Public Relations Specialist
Organization:	AmerisourceBergen
Job Description/Requirements:	<p>The Public Relations Specialist will support AmerisourceBergen’s growing External Communications team which serves as the company’s public relations “Center of Excellence.” We are looking for a passionate storyteller and skilled writer as the Public Relations Specialist will assist in mining for business stories and media angles to develop and pitch in alignment with overall business objectives and strategies. The role will support general public relations writing assignments, such as press releases, articles, statements, and talking points for subject matter experts. The position will directly support public relations activities for assigned business segments.</p> <ul style="list-style-type: none"> • Serve as a strategic partner to marketing colleagues and offer PR recommendations to business needs and initiatives • Serve as a media liaison, helping to field inbound media requests to the company • Mine for story ideas alongside External Communications Director and marketing leaders supporting assigned business segments • Maintain relationships with marketing team members • Build relationships with customers to further PR storytelling • Build relationships with national and trade media; consistently review trade editorial calendars and proactively seek opportunities to contribute articles to trade publications • Help manage our paid media partnerships around our proprietary trade shows • Conduct daily media monitoring to stay on top of relevant trends and issues for the business • Oversee the development of the daily internal newsletter that reports the latest AB news stories • Track ongoing media placements alongside our agency of record and make sure our website is up to date with the latest media wins, ensure our news stories on our internal communications mobile news app • Develop social media content in partnership with our agency to make sure PR wins are reaching AmerisourceBergen’s social media followers; work with businesses to leverage PR wins more strategically on business unit • Help pull together PR results and data to support quarterly marketing business reviews

	<ul style="list-style-type: none"> • Develop effective copy for public relations opportunities, such as press releases, statements, talking points, media prep documents, etc. • Performs other duties as assigned <p>What your background should look like</p> <ul style="list-style-type: none"> • Requires a minimum of 3 years of public relations experience • Healthcare or Pharma experience preferred • Completion of a 4-year bachelor’s degree or equivalent training and experience with focus in corporate/organizational communications or related area preferred • Strong editing, proofreading, and composition skills required; skilled at writing for public relations – press releases, media statements, talking points, key messages • Experience in developing and deploying public relations recommendations • Excellent written and oral communications skills; Ability to take highly technical information and translate it for broad and diverse audiences • Ability to work autonomously with remote supervision in a matrixed environment; resolve issues efficiently and effectively • Solid project management skills; ability to work in a fast-paced environment and prioritize and deliver multiple projects simultaneously under deadline. • Strong creativity; ability to partner with graphic design colleagues to integrate visual elements into all communications • Excellent interpersonal and professional skills; demonstrated ability to interact with and influence all levels of associates ranging from individual contributors to C-level executives • Strong problem solver and decision-maker • Superior organizational skills; attention to detail • Strong analytical skills • Experience with e-mail automation platforms, mobile communications technology, and intranet platforms a plus • Solid knowledge of Microsoft Word, Excel, PowerPoint and Outlook • Willing to pitch in and/or contribute beyond assigned business areas to assist other associates within the Communications Department as necessary
<p>Contact Information:</p>	<p>Job Application Site: https://myhrabc.wd5.myworkdayjobs.com/Global/job/USA--PA--Conshohocken--West-First/Public-Relations-Specialist_R-042021-055</p> <p>Lindsay Sigda LSigda@amerisourcebergen.com</p>
<p>Special Notes:</p>	