

PUBLIC RELATIONS ACCOUNT MANAGER

ZLR Ignition is a dynamic branding and marketing agency looking for a public relations professional to join our team who is a strong writer, loves variety and is always strategic. The right candidate will be a nice balance of curious and creative, discerning and organized, and someone who gets excited about digging in and delivering excellent work for our clients. Experience in media relations and content management and creation is a must.

PRIMARY RESPONSIBILITIES

- Collaborate with account and creative teams to develop and execute public relations and content strategy recommendations that align with clients' brands and deliver on objectives.
- Foster and maintain strong client relationships.
- Conduct consumer and trade media relations for a wide range of industries and markets, including identifying story hooks, building relationships with media and securing coverage.
- Stay on top of industry trends, identifying strategic opportunities for our clients.
- Research and write a wide range of content for a variety of communication vehicles, ensuring brand message alignment and impact (e.g., talking points, news releases, articles, website copy, social media posts, digital communication).
- Understand and incorporate best practices and principles of SEO and advise clients on how to improve online visibility and ranking.
- Independently manage time and projects, while meeting internal and external deadlines.
- Effectively report results and demonstrate return on investment.
- Develop positive and professional relationships with coworkers and industry representatives.

QUALIFICATIONS

- Bachelor's degree in mass communications, journalism, marketing or public relations
- Minimum four years of experience in public relations
- Strong writing and editing skills with proficiency in AP Style
- Demonstrated success in securing earned media coverage
- Ability to meet deadlines in a fast-paced environment
- Team-oriented and ability to work independently
- Agency experience a plus
- Must be located in the greater Des Moines area, not a remote opportunity

BENEFITS

This is a full-time position that comes with a full complement of benefits including health insurance, 401(k) and paid vacation and sick leave.

ZLR Ignition is hybrid culture, with three in-person days and two remote days in our weekly schedule.

TO APPLY

Send a resume and cover letter to Rhonda Clark-Leyda at rclark-leyda@zlrignition.com.