



PUBLIC RELATIONS SPECIALIST

JOB DESCRIPTION

Invest Atlanta is the City of Atlanta's economic development authority. We advance Atlanta's global competitiveness by growing a strong economy and building vibrant communities, putting equity at the forefront of everything we do. Invest Atlanta also includes the Women's Entrepreneurship Initiative and WorkSource Atlanta, the City's workforce development agency. Invest Atlanta is seeking a professional with three or more years of public relations experience to assist with expanding our outreach to key stakeholders, primarily through the media, executive visibility, content development, events, and other initiatives. The Public Relations Specialist will be a key member of Invest Atlanta's Marketing and Communications team, working directly with the Vice President of Marketing and Communications and Marketing Communications Coordinator as well as executives and program managers across the agency. We are looking for someone who knows the fundamentals of public relations, understands how to work with the media, and is an accomplished, enthusiastic writer ready to further their career in a fast-paced, collegial environment that offers new challenges every day.

PRIMARY RESPONSIBILITIES

- Developing and maintaining a calendar of public relations opportunities and executing in coordination within Marketing and Communications and other agency departments.
- Managing inbound media inquiries and developing ideas to generate positive news coverage about Invest Atlanta and our programs for city businesses and residents.
- Preparing media materials, including press releases, media alerts, media lists, executive quotes and talking points.
- Researching topics of interest to the agency to support content creation.
- Identifying opportunities for awards and submitting entries.
- Assisting teammates with social media content.
- Contributing to the maintenance of a repository of information for marketing communications.
- Other tasks and responsibilities as assigned.

KNOWLEDGE, SKILLS & ABILITIES REQUIRED

- Experience with media outreach and a track record of generating positive results.
- Strong writing, grammar and copyediting skills; mastery of AP Style writing.
- Excellent verbal communication skills.
- Ability to establish and grow relationships with internal contacts and partner organizations.
- Experience leveraging content across media platforms.
- Proficiency using Microsoft Office, including Word, Excel, PowerPoint.
- Organizational skills with attention to detail.
- Flexibility and an enthusiastic, results-oriented mindset.

ADDITIONAL SKILLS AND ABILITIES DESIRED

- Experience in graphic design and design programs, e.g., Photoshop and InDesign, and photography and photo editing are a plus.
- Use of GIS software, e.g., mapping tools, for marketing purposes.
- Familiarity with public relations software platforms.
- Experience working with outside vendors.
- Affinity for working with people in a team environment.
- Exposure to economic development, community relations and/or government.

EDUCATION & EXPERIENCE

- Educational background in journalism, communications or public relations is a plus.
- Work experience in public relations or communications in an agency, nonprofit, corporate or government setting.

Resumes should be submitted to: jobs@investatlanta.com

Invest Atlanta is an Equal Opportunity Employer. All qualified applicants, including but not limited to minorities, females, disabled and veterans are encouraged to apply.