



## BAM PR Associate/PR Specialist Job Posting

### Job Description:

BAM Marketing is looking for a full-time Public Relations Assistant/PR Specialist to join our growing team. Ideal candidates should have a bachelor's degree in public relations or journalism. 2+ years of journalism related experience is preferred but not required. Candidates must demonstrate strong copywriting and editing skills and a willingness to learn new things. A natural sense of curiosity is a must!

The ideal candidate must be able to handle a fast-paced environment, work collaboratively and be able to manage a high level of detail and multi-tasking.

This position offers a hybrid model of in-office and work-from-home schedule.

### Job Requirements:

The main roles of this position are:

- Press Release Generation/Interviews/Coordination
- Press Release Distribution/Posting Stories to Online News Sites/Chambers
- Development and Maintenance of Detailed Press Lists for all Clients
- Speaking with Clients to Handle Interviews
- Idea Generation for Story Pitches
- Newsletter content sourcing and article writing for various clients

The ideal candidate will have:

- Excellent Copywriting and Editing Skills
- Strong Research Ability

This role requires you to:

- Work in Coordination with Media Buying Team and Account Managers to Implement Earned Media Strategies and Idea Generation for Segments
- Make Follow-up Calls to Media regarding Releases/Events
- Engage in Community Relations Efforts with Clients
- Help Build/Track PR Stories and manage Reporting