



Job Description

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| Job Title: | Freelance Public Relations Consultant |
| Reporting to: | Marketing Director |
| Business Area: | AppLearn Ltd |
| Location: | Flexible, US, (CA) |

Role Overview:

We are looking to recruit a senior public relations consultant & communications specialist to join our Global Business. Ideally, you will be based in (CA, US) but hours and location are completely flexible providing benefit to someone with significant experience in the technology and digital space who is looking for a flexible working opportunity.

The ideal candidate will have 5 years of corporate or agency experience in PR with excellent media relations, community relations and storytelling experience with a strong strategic PR background. The role will be reporting to our Head Office in Manchester, UK, so flexibility to communicate with the UK is essential.

Core Responsibilities:

- Work cross-functionally with marketing and internal communications. Experience in brand building and managing communications strategies.
- Strategic storyteller and creative thinker who's always brooding the headline
- High levels of energy, enthusiasm, initiative, flexibility and commitment
- Executing integrated PR campaigns across multiple channels
- Management, tracking and reporting of integrated campaigns based on defined goals
- Proactive media pitching, managing media relations
- Helping drive trend story ideas/pitches across multiple properties
- Prioritizing and assigning deliverables, ensuring all deadlines are met
- Contribute to creative brainstorming sessions for PR in the US
- Organize and execute press activities
- Maintain positive headlines in targeted media outlets by distributing methodical, tiered announcements and storytelling that will continuously trigger curiosity and desire for a deeper look.

Essential Experience

- Bachelor's degree preferred, preferably in Marketing, Communications or Journalism
- Five years of corporate, public sector and/or social marketing experience
- Superior writing and editing skills (specifically regarding press materials), with strong knowledge of AP Style
- Proficiency in Adobe and Office programs: Microsoft Word, Excel, PowerPoint, Photoshop, deadline-driven self-starter with good judgement and a strong attention to detail

Desirable Experience

- Experience and passion within the technology and software sectors, with ideally some corporate experience to bring to the role as well
- Evidence of published works across technology/software publications - both in print and online format

Core working hours

Core hours and location are completely flexible (Between 3-4 days per month), but a high level of effort and commitment are required. A daily progress call with the Marketing Director will be required. You will need to commit time and effort and be prepared to go the extra mile for the business. Some overseas travel may be required by business demands and event/prospect and client meetings.