



## **Public Relations Strategist**

**December 2022**

Emspace + Lovgren *Public Relations Strategists* represent a key agency function and share responsibility for agency reputation, culture and sustainability. They are central to community, media and client relationships, and therefore the agency's wellbeing.

### **Overview**

Successfully managing client communications and engaging with media is foundational to Emspace + Lovgren's success. This Omaha-based role will focus on building strategies and managing crisis communications, earned media strategies and implementation, and public relations initiatives in support of client objectives. It is an office-centric, full-time position with some work-from-home flexibility as appropriate and possible travel. Successful candidates will thrive in fast-paced, collaborative environments, are familiar with the community and are expert at navigating deadlines and changing client needs with expertise and professionalism. The individual in this role must be comfortable speaking with reporters, building relationships with local media and being aware and informed of the news cycle, both locally and beyond

**Salary** Starts at \$60,000; may range higher based on experience and skill sets

**Education** Minimum BA required  
APR, media and/or agency experience a plus

### **Experience**

Preferred minimum of 7\* years public relations background with an emphasis on crisis communications; Strong writing skills and familiarity with online, social, video and traditional media; Experienced in the development of strategic planning, preparing briefs and developing media releases along with comprehensive media reports; Experience helping clients assess and understand the changing media landscape; Aims to offer creative solutions to client needs; Able to define and manage dynamic content; Good contacts in key local communities and with media; Comfortable/experienced working in and leading teams; Has worked in a variety of settings; Experience developing and maintaining client and team relationships; Understands what makes a good story and capable of helping clients identify those story ideas.

*\* Those with deeper experience also should consider this opportunity.*

### **Important Attributes**

Curious, strategic, creative and able to lead; Interested in going deeper into issues and defining opportunities; Detail-oriented, organized, able to multitask and work swiftly; Able to work in a variety of situations with a variety of personalities; Cool under pressure, can handle sensitive and sometimes confidential situations with grace and professionalism; Positive attitude, able to energize teammates; Willing to push for the best solution; Excellent writing skills; Known for

follow-through; Demonstrates a commitment to, and actively works toward, a culture of inclusion at Emspace + Lovgren; Understands and is familiar with the community; Sees opportunities and is able to leverage them for the good of the organization/client; Well-connected.

## Requirements

- Office-centric, full-time position with work-from-home flexibility as appropriate and possible travel.
- BA degree and at least 7 years of public relations experience. *Those with deeper experience also should consider this opportunity.*
- Crisis communications experience
- Passionate about storytelling
- Understands the local media landscape
- Appreciates working with teams in an office setting
- Omaha-based
- Understand process and workflow for online, print and social media channels
- Strong verbal, writing and presentation skills
- Strong social media understanding
- Organized, proactive and multi-tasker
- Captures and retains information; Is a good listener
- Able to solve problems creatively
- Able to confidently and professionally handle sensitive and potentially confidential matters
- Is flexible: Will quickly and easily adapt to changing mandates, priorities and circumstances
- Is resilient; possesses a “make it work” mentality
- Proven track record as a collaborative, generous team player; readily shares ideas but also can happily build on others’ ideas
- Is passionate about breaking new ground – new technology, new channels, new opportunities
- Is able to manage time appropriately and meet aggressive deadlines
- Has managed production budgets effectively
- Takes pride in the work of the agency
- Is committed to helping the agency grow
- Experienced at leading and collaborating with creative teams
- Takes personal responsibility for quality processes and outcomes
- Committed to, and actively works toward, a culture of inclusion
- Familiarity with Microsoft Office and Google Suites required
- Familiarity project management system a plus
- APR a plus
- Agency experience a plus

**Labor Status:** This is a professional position

**Supervisory Responsibilities:** None but must interface with and manage client relationships and teams; may serve as a mentor to other teammates

**Reports to:** Director of Public Relations

**Contact:** Elizebeth Murphy: [info@emspacegroup.com](mailto:info@emspacegroup.com)