

IR Executive - Job Description

The job

As an IR Executive, you are responsible for maintaining and growing relationships with clients who are assigned to you. You will be the first point of contact for them when they need help with their company image, reputation and brand both offline and online.

You will draft media releases, press materials and/or digital content for your clients' social media outlets, such as regular posts, blogs or tweets, so excellent writing and editing skills and the ability to write compelling copy is a must.

You will be tasked with developing content and activities/events to help increase awareness, cultivate interest and improve our clients' reputation in the eyes of their stakeholders and the general public. Your projects will be yours to own- just remember to stay in sync with brand guidelines!

A track record of developing and delivering communication strategies is highly desirable, as is any relevant experience of working closely with the media either as a journalist, reporter, or writer. And if you are an influencer of note, we would consider you too!

Regularly analysing and reporting on media coverage is another key part of the job. You will cultivate relationships with influential print, digital and broadcast journalists or thought leaders within your sector.

Inter-personal skills are vital for developing relationships with clients, media representatives, handling difficult situations and advising people within and without the organisation. You will need speaking and presentation skills and the ability to organise and plan PR strategies together with the tactics needed to achieve the company's goals.

Roles and responsibilities

- Write, edit, and issue Media Releases on behalf of clients
- Monitor and report on all Media Releases issued to track effectiveness
- Develop a public relations strategy, complete with goals and budget for clients
- Craft and pitch brand stories to promote clients' presence and improve engagement with their stakeholders
- Develop talking points for management and employees for media events/interviews
- Create and edit PowerPoint presentation slides
- Build and maintain relationships with a wide array of media personnel
- Assist with crisis communication as required

- Prepare a periodic report with recommendations and trends for review

What to expect from the role

- Hands-on experience in creating innovative campaigns to engage with the public and media
- Exposure to local, regional and international PR/IR campaigns and media relations
- Learning how to organise, multitask and manage time
- Opportunity to grow in knowledge and application of PR/IR strategies

What you need to succeed in the role

- [1-2] years of prior experience working in PR/IR
- Bachelor's degree in a relevant field preferred
- Highly competent in using MS Word, PowerPoint and Excel
- Social-savvy with a strong online presence on multiple social networks
- Excellent written and verbal communication skills
- Experience in handling media relations
- Confident communicator and presenter
- Extraordinary juggling ability (we mean organizational and planning skills)
- Holistic understanding of media needs and media relationships
- Proactive, reliable, responsible and accurate with an attention to detail
- Ability to work in high-stress environments, often for long hours
- A wide degree of creativity and latitude
- Self-motivated with a positive and professional approach to work
- Desire to always learn and improve
- Consistent track record of developing and implementing successful campaigns