

POSTING DATE: 9/3/24

POSITION POSTING – Full-time

Public Relations Manager

Harbor Strategic Public Affairs

Lansing, MI

Contact:

John Sellek, CEO & Chief Strategist

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About Us

Harbor Strategic is a bipartisan Lansing-based public relations, public affairs and digital marketing firm which partners with activists, citizens, non-profits, industry associations, corporations, small businesses, law firms and more to accomplish their communications goals. Founded in 2019, we are based in Lansing, Michigan, in the shadow of the state Capitol Building.

Our team members have professional backgrounds working in the offices of the governor, attorney general and state legislature, along with extensive experience with television news, media relations, public affairs, community relations and political campaigns. We are ready to welcome a creative and ambitious professional to our team as a full-time Public Relations Manager.

General Duties

As a Public Relations Manager, you'll be learning the ins-and-outs of a wide range of client policy issues and brands, while being responsible for devising messages and strategies to connect our clients to their target audiences.

The ideal candidate, first and foremost, is someone is now or is striving to be a self-starting public relations strategist, consistently on the lookout for ways to protect and promote our clients.

This is someone who knows they must read and assimilate information every day to determine the best possible communications plan for our clients. They will use their writing and creative skills to best tell our client's stories. Building trusted relationships with news media and key community influencers to pitch stories is a priority, as is being willing to take charge of arranging and operating successful public events. They will be skilled in using social media, have experience in creating content (graphic design & video editing), and be willing to learn about digital advertising platforms.

We expect that in the course of doing informed, excellent work that you will bring new ideas and business opportunities to the table for personal and company growth.

The ideal candidate is:

- **A learner** who wants to expand their knowledge base and skill set in the field of public relations.
- **Entrepreneurial and resourceful**, with a can-do mentality.
- **A planner**, who seeks and assimilates information and data to create communications plans and tactics and has the **writing skills** to turn those plans into stories.
- A **networker** who will make and maintain relationships with people and organizations at the state capitol and across Michigan.
- **Creative** in solving problems and developing strategies get the job done.
- Someone who values **teamwork, honesty and kindness**.

Above all, we value hustle, integrity, civility, teamwork and a desire for professional growth.

A Communications Associate will:

- Lead public relations campaigns for our clients as their primary contact and strategist.
- Take pride in being a consistent and available communicator, both verbal and written.
- Thrive on communicating and working with others.
- Drive the daily actions required to achieve our client and agency goals.
- Seek to “hear” our clients, understanding their needs and goals—and be unafraid to ask questions until you do.
- Be motivated by success, meeting goals and achieving the deliverables desired by our clients.
- Have a thirst for building on their current skill set.
- Accept the challenge of problem solving to achieve short-term goals while gaining the wisdom to achieve long-term success.
- Be on the lookout for new opportunities by seeking networking meetings, reading daily news and industry journals and bringing ideas to the team.

Minimum Requirements

- This position can flex upward to fit the applicant but requires a base of at least 2+ years relevant intern/work experience in public relations, public affairs, politics, government or similar.
- Hold bachelor’s degree, preferably in the fields of public relations, communications, marketing, English, journalism, graphic design/video production or political science.
- Experience with software and apps, such as Google Workspace, Microsoft Office 365, social media, digital advertising platforms, graphic design (Adobe Creative Cloud, Canva, etc.), video production and/or website development.
- A resume and references.
- 3-5 writing samples.
- Up to three in-person interviews.

Benefits

- Paid leave time plan
- Access to a 401(k) savings account
- Healthcare stipend
- Competitive salary dependent on qualifications and level offered
- WFH days are part of our world, but we highly value in-person learning and communication to do our best and most creative teamwork.

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