**Public Relations Coordinator**

We are looking for a PR Coordinator who’ll help the team manage the public image of the company, with the aim of increasing our media presence and overall popularity.

Responsibilities include, but are not limited to:

* Working with Marketing team to integrate PR campaigns with customer promotions
* Handling all aspects of different PR activities and strategies in order to manage the company’s or their clients’ public image
* Drafting and distributing press releases, fact sheets, and media invites, along with any other communication
* Keeping abreast of industry and competitive trends and regularly informing sales and marketing of noteworthy news items and opportunities
* Coordinating industry events, including user group meetings and trade shows; Making appointments with all at major trade shows
* Coordinating industry events, including user group meetings and trade shows
* Working with Marketing Manager to develop and refine measurement strategies for PR campaigns

Important Skills/Traits

* Excellent analytical and presentation skills including handling many assignments simultaneously
* Effectively balance strategic thinking and execution in a fast-paced environment
* Should exhibit creativity and resourcefulness
* Self-confident and outgoing personality
* Organized and detail oriented
* Excellent communication skills (verbal and written)
* Entrepreneurial attitude and ability to think outside the box