



PUBLIC RELATIONS CONSULTANT

A position is available within a small, thriving consultancy for a public relations consultant with five years PR experience. Agency experience is essential. Day-to-day responsibilities will include delivering excellent client-focused service; providing communications and new media counsel to clients; researching, writing and editing a variety of media and editorial materials; establishing, maintaining and strengthening relationships with media, bloggers and social media influencers; developing innovative media content to sell in; developing and leveraging online and social networking sites utilizing Search Engine Optimization; co-ordinating media interviews and feature profiles; developing and implementing strategic communications plans and launch strategies; managing product and service launches and media relations activities; managing a variety of events including logistics planning; media, issues and social media monitoring; managing potential crisis as required; and managing client budgets. You will be requested to prepare a case history at interview stage.

Evening and weekend time will be required as client workload demands.

Interested candidates should forward their resumé detailing their experience by August 5 to liz@troncosi.bm. Visit www.troncosi.bm for company background.

Candidates who are Bermudian and a member of the Chartered Institute of Public Relations are preferred.