



O'Keeffe is a digital PR agency located in Cincinnati's Over-The-Rhine district. We specialize in helping our clients tell the right story, on the right channel, to the right audience, at the right time. Our aim is to be the best partner in storytelling by providing best-in-class content strategy and public relations services to our clients.

PR and Content Manager

We are seeking an enterprising communications professional to help develop and execute PR and content strategies for our growing portfolio of clients. The ideal candidate has expertise and experience in the areas of media relations, social media and content marketing. This person should be an exceptional storyteller, writer and editor with experience developing content across multiple platforms and formats. We're looking for someone who is team-oriented, enjoys a fast-paced environment and is willing to hit the ground running.

Reporting Relationships

The PR and Content Marketing Manager reports to the Director of Client Services.

Primary Role & Responsibilities

- Assist the Director of Client Services with the development of client strategies
- Execute PR and content marketing plans for clients as directed by Director of Client Services
- Build and maintain client relationships
- Assist in developing content for O'Keeffe

Media Relations

- Develop and manage relationships with members of the media, bloggers and influencers
- Compile and maintain targeted media lists
- Identify, secure and coordinate media interviews
- Story development and pitching
- Create communications materials such as news releases, media alerts and guest columns

Social Media

- Develop and execute social media strategies
- Create and publish shareable content that engages the target audience
- Assist clients in monitoring and engaging in social discussions, using best practices for each platform
- Design and execute social promotions, contests and social ad campaigns (may manage client budgets)
- Analyze, review and report on all initiatives
- Monitor trends in social media tools, applications, channels, designs and strategies

Content Marketing

- Manage and execute content strategies
- Coordinate with client teams to develop and manage an editorial calendar
- Write, edit and optimize content for a variety of styles, such as website, blog, newsletter, email campaign, case study and others
- Identify opportunities to repurpose existing marketing assets into other forms of content, updating and modifying them as needed
- Collaborate with client teams and thought leaders within their organizations to stay informed of and influence new content development initiatives
- Measure and report on all content marketing efforts to continually fine tune the editorial calendar and identify fresh, engaging tactics

Skills & Competencies

- Passion for storytelling
- BS/BA in Marketing, Journalism, PR, or Communications preferred
- 1-3 years of public relations and content creation experience
- Experience with event planning and promotions is a plus
- Must have strong organizational skills to manage multiple projects and meet deadlines
- Excellent written and oral communication skills
- Ability to adopt the style, tone and voice of our clients for various types of content
- Demonstrates confidence to interact with clients
- Willing to take initiative and propose new ideas
- Learning focused, adaptable to change and solution-oriented
- Knowledge of and experience with social media tools, websites and PR software
- A team player who enjoys working both collaboratively and independently with guidance

Qualified candidates should send a resume, cover letter and salary requirements to Nancy Parrott at nancy@okeeffepr.com.