



O'Keeffe is a Digital PR and Content Marketing 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.

JOB DESCRIPTION

We are seeking a full-time PR & Content Manager who enjoys being creative and innovative. The Account Manager will provide direct management of O'Keeffe and its clients' public and digital presence with an emphasis on PR, social media, web, digital marketing, content marketing, and data analysis that will be used to inform strategic decisions.

- Work directly with clients to build a trusting relationship with them, establish marketing and PR strategies to achieve their unique goals, successfully implement these strategies, and provide regular progress and performance updates with them.
- Create, develop, proofread, and manage content for O'Keeffe and its clients. Utilize a diverse variety of content management software including Hootsuite, WordPress, Mailchimp, and more.
- Write engaging, clean, and concise copy. Have a keen eye for editing content.
- Craft, implement, and evaluate the social media, digital marketing, content marketing, and PR strategies including:

JOB RESPONSIBILITIES

- Identify target audiences and curate relevant content to engage them and achieve strategic objectives.
- Create, manage, and evaluate performance of published content.
- Monitor, listen, and respond to conversations about O'Keeffe and its clients in the media and on social media.
- Assist with recommending the design and management of promotional material.
- Manage O'Keeffe and its clients' reputation by monitoring and responding to media reports, user generated content, comments, and reviews.
- Compile analytics reports showing results and provide strategic insights/recommendations.
- Create and manage a current list of media contacts to support PR strategy. Build and nurture relationships with media contacts.
- Conduct digital/web analysis and implement improvements for clients to enhance their search engine optimization (SEO) and search engine marketing (SEM) results and web traffic.
- Create and manage content calendars including but not limited to social media, PR, web, newsletters, and blogs.
- Write and publish engaging content for social media, blogs, newsletters, white papers, and other content marketing material as necessary.

- Discover PR opportunities, write compelling press releases and media alerts, and successfully achieve earned media coverage through targeted outlets. Evaluate performance, provide further recommendations, and update media contacts lists with each PR campaign.
- Coordinate with the team to curate strategies and content.
- Create, implement, and evaluate paid digital marketing campaigns on Facebook, Google AdWords, and other channels deemed necessary.
- Work directly with the team to generate exciting ideas and content to promote O’Keeffe and its clients.
- Continuously improve social media engagement, web traffic, and earned media gains by capturing and analyzing the appropriate social media, website, and media coverage data/metrics, insights and best practices, and compile reports with data-driven and actionable insights to inform strategic decisions.
- Monitor trends in digital marketing, content marketing, social media, and PR alongside marketing applications, channels, design, and strategy. Make recommendations as necessary.
- Capture high quality pictures, videos, and audio content.
- Perform additional duties as assigned.

QUALIFICATIONS

- Enthusiastic, creative, and outgoing individual with the drive to take initiative and work both independently and interdependently with a team. The right candidate must have a passion and hunger for achieving business success through marketing and PR.
- 3 – 5 years of professional full-time experience in the marketing/communications/PR/social media fields.
- In-depth knowledge and understanding of social media and digital marketing platforms, their respective audiences and how each platform can be deployed in different marketing/outreach scenarios.
- Demonstrated success of launching PR campaigns and managing media relations.
- Experience with running successful social media strategies, campaigns, and consistent content management. Ability to perform analytics measurements to evaluate performance metrics and drive informed decision making.
- Excellent writing skills. Working knowledge of writing in AP Style is a must.
- The ability to work with diverse groups and comfortable with working with clients from many backgrounds.
- Experience and working knowledge of digital photography, videography, and design is a plus.
- Any candidate selected for an interview will be required to provide 3 – 5 writing samples and take an observed writing test.

Qualified candidates should send a resume, cover letter and salary requirement to Dale Justice at dale@okeeffepr.com.