



RLF COMMUNICATIONS

## COMMUNICATIONS MANAGER

RLF Communications is seeking a capable and enthusiastic Communications Manager to support the agency's growth in public relations and marketing engagements. The position is based in Greensboro, North Carolina. For more information about RLF, please visit [www.rlfcommunications.com](http://www.rlfcommunications.com). Resumes and writing samples should be submitted to Michelle Rash, [careers@rlfcommunications.com](mailto:careers@rlfcommunications.com).

### Responsibilities

- Supports day-to-day relationships with clients
- Conducts media relations, social media and thought leadership campaigns
- Writes press releases, media pitches and similar media outreach
- Uses PR software to build media lists and track coverage
- Reviews and analyzes client media coverage
- Has proven, solid written and verbal communication skills
- Creates client content such as blog posts, social media posts and bylined articles as needed
- Coordinates schedules for advertising and marketing campaigns, from concept to publication
- Maintains and updates client jobs in project management systems
- Keeps client and team informed on status of all projects including completion and distribution of weekly status reports, production timelines and other verbal or written updates
- Reviews and proofreads client related output
- Manages project budgets
- Coordinates and prepares billings and invoicing for clients
- Develops and coordinates client approval of estimates for all projects
- Participates as required with new business pitches and proposals

### Requirements:

- Bachelor's degree in public relations, journalism or communications
- 0-3 years of experience (if recent college graduate, internships or other relevant experience required)
- Strong writing, critical thinking and time management skills
- Motivated self-starter who can handle multiple projects and deadlines at the same time
- Ability to work in a fast-paced, team-oriented environment
- Proficient in Microsoft Word, PowerPoint and Excel
- Experience in digital media a plus