



PR Consultant

1. Overview of typical responsibilities:

- Develop and foster a relationship with the client and external audiences
- Research, design, develop, implement and manage routine client projects
- Oversee day-to-day planning of client campaign activities
- Manage media enquiries and counsel on appropriate responses
- Maintain clear and consistent communication between the client and client team
- Responsible for client administration duties e.g. status reports, contact reports, project reports etc.
- Develop materials on complex client issues
- Partner with client and client's other marketing partners to ensure optimum marketing communications mix to meet client's objectives
- Contribute to programme development for client and new business proposals

2. Skills/experience:

- Strong English language capability and competency
- Strategic thinking and ability to counsel clients on business issues, opportunities and challenges
- Ability to generate ideas and think creatively, out of the box
- Ability to supervise work of junior executives
- Ability to supervise multiple tasks simultaneously
- Good project management skills
- Assist in new business development
- Broad understanding of industry practices and clients' business environment
- Broad knowledge of media environment and media relations
- Broad-based general knowledge of macro economic, business, political and social environment (local and global)
- Only those with PR agency experience will be considered

3. Measurement and Evaluation:

- Based on agreed goals with Senior PR Consultant and PR Director
- Income growth of clients within individual portfolio
- Contribution to overall company revenue