

Job Title:

Senior Brand Manager

Description:

The primary purpose of all of O'Donnell Agency's PR programs is to elevate awareness and enhance and shape existing perceptions about the client by building a robust presence across traditional and digital media platforms and on the client's "owned" media (website, blogs, newsletters, etc.) Partnerships, public speaking opportunities, events, community outreach, promotions of various types are also normal elements of a public relations plan. Creative thinking, problem-solving and good writing skills are key in this demanding role, and a clear understanding of news value also important. Candidates who are ambitious, collaborative and serious about their career will thrive at O'Donnell Agency.

Essential duties and responsibilities include, but are not limited to:

Develop and implement mainstream and social media outreach plans for public relations campaigns, including building media lists (from existing sources) and media relationships for specialized story ideas. Identification of advantageous community partnerships, speaking opportunities, the development of concepts for white papers, infographics, videos, newsletters, email campaigns and other content to help position clients as thought leaders in their industry are key.

Contributing to new business presentations is an important role within this senior position. Networking with civic and nonprofit groups and working to maintain good relations with all of the agency clients is an integral part of the role.

This senior job requires knowledge of social media and its marketing applications. Development and/or supervision of social media editorial calendars and engaging content in conjunction with our social media strategist are emphasized in this role.

The senior brand manager will help identify sources at the companies we represent who can provide expert comment in topical news stories, and then guide or develop the messaging and any necessary research so that the client offers timely substantive content to the media outlet. Identifying story angles with real news value, developing media pitches and press releases, writing newsletter content, blog posts and creating and implementing the strategy that will atomize the topic across owned media is a key role.

Working or supervising more junior staff to help effect social photo coverage at events, coordinating photo shoots on both the advertising and PR sides, working with editors, reporters, news producers, partner organizations such as Discover PBC on FAM tours or other joint promotional initiatives is an integral part of the job, as well as supervising and assisting junior staff in need of guidance.

Regular contributions to the agency's blog are expected.

Supervise junior staff and assist in tracking and clipping media exposure on behalf of selected clients (clips are assigned to juniors, but monitoring media for our stories a senior role as well as support staff).

Create monthly activity reports for clients.

Contact:

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