



MarComm – PR & Media Relations Job Description

As a marketing communications (MarComm) team member at Moore, you will play a critical role in crafting and executing innovative earned media strategies that build brand awareness, relevance and respect among targeted audiences. You will support integrated marketing communications efforts, ensuring consistency and excellence across all channels. This role demands an individual with exceptional communication skills and strong knowledge of integrated communications services, continuously seeking opportunities to enhance and innovate strategies.

Key Characteristics and Expertise:

- **Earned Media Champion:** Drive media relations efforts by cultivating strong journalist and influencer relationships, securing high-value coverage, and leveraging storytelling to enhance client visibility and reputation.
- **Strategic Support:** Assist in the implementation of comprehensive integrated communications and marketing strategies, working across verticals to ensure alignment with client objectives and industry best practices.
- **Proactive Learner:** Embrace and expand Moore's culture of continuous improvement, staying ahead of industry trends to deliver innovative solutions.
- **Creative Problem-Solver:** Participate in the development and implementation of strategic and creative solutions that address client needs.

Roles and Responsibilities:

The individual in this role will collaborate with senior team members to balance strategic vision with hands-on execution to deliver impactful results.

Client Management:

- Develop and maintain productive working relationships with clients, earning their respect and trust as a strategic partner.
- Serve as a primary point of contact for clients, independently managing projects and navigating complex client needs.

Strategic Marketing and Communications:

- Strategize and implement public relations tactics including media relations, community relations, community partnerships, and event management.
- Manage media relations campaigns, including executing strategy, pitching stories, and tracking results.
- Spearhead grassroots events and brand-building initiatives, ensuring seamless integration with broader marketing efforts.
- Cultivate strategic partnerships and alliances that amplify brand influence and drive business outcomes.

Team Collaboration and Project Management:

- Demonstrate sound judgment, effective problem-solving, and account leadership skills that inspire confidence within the team and among clients.
- Organize and manage workload effectively, ensuring that projects are completed on time, on budget and to the highest standards.



- Contribute to Moore's business development efforts, identifying opportunities to expand services and build new client relationships.

Qualifications:

- Proven experience in marketing, communications or public relations, with a minimum of 2-5 years, preferably in an agency setting.
- Based in either Tallahassee or South Florida (Miami-Dade, Broward, or Palm Beach counties).
- Fluency in Spanish preferred, but not required.
- Media relations experience inclusive of pitching and relationship building.
- Exceptional written and verbal communication skills, capable of articulating complex ideas clearly and persuasively.

Moore Culture

Moore prides itself on a culture of teamwork. New employees often comment that, despite having more than 52 employees who bring unique perspectives and experiences to the table, the Moore team is remarkably cohesive. Differences in team members are embraced and encouraged, to bring fresh creativity and new approaches to every project. With the strong emphasis on teamwork and open-door communication policy, employees feel supported and emboldened at every step. Staff are quick to recognize their colleagues' achievements at weekly team meetings, further deepening the culture of collaboration.

To relax and recharge, team members receive the week between Christmas and New Year's Day off with pay, in addition to all traditional holidays. Employees may take their birthday off and work on a weekly flex schedule, that allows all full-time employees to work a half day every Friday.

To keep employees healthy and happy, Moore offers an optional wellness program, in which 100 percent of employees participate. Activities include lunch and learn sessions, yoga sessions and healthy potlucks.

Moore has been named a Florida Trend Best Place to Work 16 years in a row. The honor is bestowed by the statewide business publication annually to 100 organizations in Florida and is based on company policies, practices and demographics, as well as employee feedback received through an anonymous survey. This recognition speaks to the culture created at Moore— a culture of excellence and collaboration that results in success for clients and happy, loyal employees.

To Apply:

Please send a cover letter and resume to amandap@themooreagency.com with "MarComm – PR & Media Relations Position" as the subject line.