**Company:**

**98 Forward**

**Address**

**4219 Woodward Ave., Ste. 203, Detroit, Michigan 48201**

**Hiring Contact**

**Nat Synowiec, Senior Director – Operations**

[**nat@98forward.com**](mailto:nat@98forward.com)

**Jeremy Thomas, Senior Director**

[**jeremy@98forward.com**](mailto:jeremy@98forward.com)

**Job Title:** Manager

**Reports To:** Senior Director/Director

**Summary:**The Manager’s primary responsibilities are to understand the scope and context of the client’s contract and communications plan; assisting in managing all aspects of account work within their dedicated practice as well as performing administrative assignments as needed for the benefit of clients and the firm.

**Essential Responsibilities/Duties:**

* Identifies targeted high-level media and communications opportunities for clients
* May manage specific projects independently
* Demonstrates excellent judgment and ability to solve problems on their own. They should be able to develop public relations, marketing and social media strategies and coordinate team efforts to implement them
* Ability to contribute to and develop public relations strategies, media, social media and community relations or marketing plans, and implement them with confidence
* Drives smart, tactical execution of client programs
* Establishes successful, productive relationships with client contacts
* In-depth understanding of social media tools and ability to implement social media programs
* Understands what success means to each client and delivers those outcomes
* Supports billing process and plays role in budget development/management
* Adds creative insight and problem-solving to all of the above on a consistent basis
* Actively looks for ways to grow account activity
* Develops and maintains productive relationships with clients, as well as with the editors, reporters, bloggers and influencers with whom he/she will regularly interact
* Possesses excellent writing and editing skills. Ability to write to media and other marketing materials as indicated by account supervisor, including press releases, pitch letters, social media publishing calendars, program reports and memos. They must pay close attention to detail, particularly in editing, and be able to multi-task
* Works with account lead to develop and implement program strategies and assist in the writing of public relations and marketing plans
* Conducts research, including measuring public relations, integrated marketing and social media results, which includes, among other tasks, compiling press clips, writing media placement and digital analytics reports
* Assists on administrative assignments for the firm as necessary and as time permits

**Technical Skills:**

* Must possess excellent writing, editing and communication skills
* Must have strong project management skills with special attention to approval process, timelines and deadlines.
* Must pay close attention to detail, particularly in editing and reporting
* Must be proficient in using the Microsoft Office suite of products, as well as other internet tools and technologies such as social media management programs, and media research and measurement programs.

**Interpersonal Skills:**

Develop and maintain productive relationships with internal and external clients, as well as with the editors, reporters, bloggers and influencers with whom they will regularly interact

**Requirements:**

BA/BS in Communications/Marketing/Public Relations/Integrated Marketing

* Minimum 3-5 years of professional public relations, marketing and/or social media experience, preferably within an agency environment

**To apply, send your resume to:**

hello@98forward.com