



We seek a data-driven and experienced Public Relations Analyst to join a growing marketing firm in a full-time, remote position. You will assist the Public Relations Manager with creating and executing corporate strategies that will help maintain a positive public image of our brand.

The main responsibilities of this role include analyzing campaign data, performing market research, monitoring the brand's public perception, creating reports on various P.R. activities, and collaborating with various industry specialists.

As a PR Analyst at **[Company Name]**, you will also be required to recommend ways of optimizing our company's PR programs and activities according to the insights gathered from raw data—customer surveys, inquiries, performance reports of various PR campaigns and initiatives, etc.

You'll also play an integral role in educating the company's internal stakeholders on our PR strategies, external communications policies, and market trends.

Our ideal candidate is a PR expert with a proven quantitative and qualitative data analysis track record. We prefer candidates with superb writing and interpersonal skills. Prior experience in project and event management is also considered a huge plus.

Responsibilities

- Draft weekly communications materials to educate and inform internal staff and stakeholders about communication policies, policy changes, market trends, and our overall PR strategy
- Provide data-driven feedback that helps optimize and implement successful public relations strategies
- Track and report data findings on marketing activities, client surveys, inquiries, and competitive trends and practices
- Translate data findings into actionable feedback on PR activities by monitoring campaign KPIs and measuring them against objectives
- Assist the PR and marketing department with drafting presentations, forecasts, budget proposals, etc.
- Research and implement media management tools like Hootsuite, AgoraPulse, etc., which we can leverage to monitor and improve relations with the media

Requirements

- Bachelor's degree in Marketing, Public Relations, or a related field
- 3+ years of experience working as a Public Relations Analyst or a similar role
- Strong written and communication skills
- Excellent organizational and problem-solving skills
- Strong familiarity with data analysis techniques and processes
- Solid understanding of social media and web analytics
- Knowledge of media monitoring tools and software