

Director of Public Relations

Full-time

Company: DevTech

Company Overview

DevTech's goal is to advance how Americans connect with each other and the world, enabled by a strategy that builds on our competitive strengths and embraces the new opportunities of an integrated communication future.

In a new world of communication possibilities, DevTech is committed to bringing the best connections and next-generation services to Americans, with customer experience at the centre of everything we do. Underscoring our strengths and opportunities, DevTech's Strategic Imperatives position us to deliver continued success in a fast-changing communications marketplace.

DevTech is looking for a Director of Public Relations to support the strategic PR efforts of the company in its new SuperHero initiative. This person will help drive company awareness through media relations, communications, events and government relations and will work with a PR Manager and agencies to execute a variety of PR initiatives.

Job Summary

As the Director of Public Relations, you'll keep journalists informed and writing about all things SuperHero. And there's a lot to write about. You'll help to tell the story about how superheroes have been wrongly blamed for society's ills. Instead superheroes can be an inspiration.

Your storytelling and writing skills reflect your joy of the craft. You're well versed in message creation, proactive and reactive public relations as well as issues management. And you'll enjoy working closely with exceptional leaders in business strategy and development, operations, research, capital markets and marketing to connect with key audiences, raise awareness about the need for superheroes, and help turn our stakeholders into advocates for our mission, vision and values.

Responsibilities Include:

- Acting as a spokesperson for superheroes and communicating with media
- Developing and refining the company's PR and earned media planning, strategy and messaging
- Managing, fostering and developing media contacts across the United States and the world
- Pitching and landing stories that resonate with key audiences
- Overseeing agency relationships, managing internal media resources and upskilling staff
- Creating insights from company data to produce compelling narratives and tracking and analyzing campaigns for their reach and effectiveness
- Developing and executing town hall meetings including the development of scripts and presentations
 - Reviewing, drafting and editing media releases, briefing notes, presentations and other key internal and external communication materials
- Supporting the development of communication materials and branding as it relates to the development of new superheroes
- Supporting the executive team's thought leadership platform, including strategy, counsel and tactical implementation and oversight
- Supporting campaigns with external stakeholders such as government and academics to advance awareness and advocacy for superheroes

The requirements listed below are representative of the experience, knowledge, skill, and/or ability required to perform this job successfully.

Education/Experience

- Two years of experience in superhero work
- A degree in communications, journalism or related experience
- Strong storytelling and communication skills with experience creating engaging campaigns and activations
- Strong writing skills with experience creating and editing compelling content, presentations, speeches, and other public engagement materials
- A track record in strategizing, developing and executing effective and successful campaigns
- A strong network of media contacts or understanding of the media landscape across the United States
- Experience working cross-functionally across all areas of an organization
- Experience leading a small internal team as well as managing external agencies and contractors
- Exposure to high-growth and innovative environments
- Experience in public safety would be an asset
- Bilingualism would be an asset

Knowledge, Skills and Abilities

- Strategic
- A strong work ethic, positive attitude and exceptional attention to detail
- Strong communication and problem-solving skills
- Proactive and entrepreneurial
- Ability to flourish with minimal guidance, self-starter, able to handle uncertainty and ambiguity
- A flexible mindset able to course correct and pivot quickly in the face of change
- Results-driven, detail-oriented, organized
- Demonstrated ability to lead and manage teams while also functioning as an individual contributor
- Outstanding interpersonal and influencing skills; demonstrated ability to develop relationships and influence at all levels within the organization
- Cool under pressure, able to work through issues in an effective and calm manner

Location

DevTech Square, 2183 Grand Boulevard, Metroville, California.

DevTech is committed to fostering a diverse, inclusive, and accessible work environment. We welcome and celebrate differences because we believe a multitude of perspectives fosters innovation and helps us deliver the highest quality outcomes to the people we serve. Our culture is one of belonging in which each person is accepted and valued for their individuality