

## PR SPECIALIST:

### THE OPPORTUNITY

Alma is looking for a competent and enthusiastic PR Specialist to help shape and protect our corporate image in ways that promote our business, values and mission (as well as help drive sales.)

You'll be responsible for building and maintaining media relations and collaborating with Alma's Director of Marketing (as well as other department leaders, employees and existing customers.)

The over-arching goal for the PR Specialist is to increase and maintain positive public awareness of the company and its brand, most importantly in industry press.

Ideal candidates will impress us with their copywriting and organizational skills. Experience (specifically focused on Ed Tech) in media, PR, corporate communications, and project management are ideal.

As media outreach, pitching original content and working with existing customers are key functions of this role, candidates should be expert storytellers capable of connecting with audiences.

### Details -

- 40 hrs per week
- Position could be stationed in our Portland headquarters. Currently remote.
- Salary based on qualifications and experience

### Responsibilities -

- Write and edit press releases, newsletters and other potential PR and marketing copy
- Craft Case Studies, interview existing customers to highlight product usage
- Triage and/or field media relations and requests
- Compiling and submitting material for seasonal contest entries
- Continually work to identify opportunities to enhance Alma's voice and presence through available channels

**Additional tasks, as needed-**

- Assist in the planning of conferences, events etc.
- Support the implementation of promotional plans
- Assist in survey initiatives, online review responses

**Requirements -**

- Proven experience in copywriting and editing
- Experience as a public relations specialist or similar position. (Ed tech media contacts and experience will put you at the top of the list.)
- Experience in project management and execution of PR campaigns and/or initiatives
- Experience working with Press and building strong relationships with media contacts
- Working knowledge of MS Office, Google Suite; Adobe Creative Suite is an asset
- Familiarity with and understanding of social media/online media platforms
- Excellent oral and written communication skills
- Excellent organizational skills
- Proficiency in English
- A creative yet practical mind

Submit resumes and writing samples to: [careers@getalma.com](mailto:careers@getalma.com)

(Please, no phone calls)