



Public Relations Director

Works closely with leadership to determine PR strategy for FUEL and clients. Responsible for PR communications to local and regional media. Responsible for gaining consistent, positive coverage for FUEL and clients.

Responsibilities include but are not limited to the following:

- Successfully drive FUEL's strategic business objectives through Public Relations
- Publish press releases and pitch news to local, regional, and national media
- Plan and execute press events
- Build and maintain relationships with top editors and writers to secure positive coverage of FUEL and clients
- Prepare quarterly coverage reports of all PR-related activities for FUEL and our clients
- Publish quarterly FUEL e-newsletter
- Facilitate employee and other company announcements to local and regional publications
- Create bylined thought leadership content on behalf of FUEL leadership
- Create and maintain other content across external communication channels, including website, blog, and social
- Author nominations for recognition of work or FUEL team members

Requirements:

- Ideal candidate has three to five years of experience in Public Relations
- Copywriting experience required
- Strong written and verbal communication skills

Contact:

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SVP/COO

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