

Martin Waymire, <https://martinwaymire.com/> is hiring! We are currently accepting resumes for the following position.

Director of Public Relations Job Description

The Director of Public Relations will have seven or more years of relevant experience and share our agency's core focus and passion to "Make Michigan a better place." Experience working in or with state or local government, associations, advocacy organizations, public relations and advertising agencies or a related organization is preferred, with core duties outlined below:

- Lead and project manage assigned client teams, with the ability to track and manage several client projects, campaigns and tasks at once
- Oversee client campaigns and projects, developing the strategy and tactics while managing the budget and client work delegation
- Write and edit press materials including media advisories, press releases, op-eds and more along with pitching and tracking coverage
- Coordinate press events
- Cultivate and maintain relationships with media
- Assist in new business development by writing proposals and developing presentations
- Past experience with team management and project management is preferred

This position will be based in Michigan with a hybrid work schedule.

Key Accountabilities (KAs)

1. Effectively service existing Martin Waymire clients assigned to you — 55% of your time. Success will be based on your performance helping to retain existing clients and on the quality of your work. Quality is generally and broadly defined as grammatically accurate and factual writing, compelling presentation of message and information, solid and creative strategic and tactical counsel, strong execution of strategies and tactics, and success in achieving client goals and objectives.
2. Effectively prospect, qualify, demonstrate and recruit new clients/business —15% of your time. Success will be based on how much new business you generate, with the goal of recruiting four new retainers and/or project clients during the company's fiscal year (a standard calendar year).
3. Effectively help other Martin Waymire communication strategists and principals service existing clients — 15% of your time. Success is the same as in 1 above.
4. Effectively demonstrate and execute Martin Waymire's Core Focus/ Passion to "Make Michigan a better place" and Core Values:
 1. Excellence
 2. Balance
 3. Teamwork
 4. Growth

(NOTE: The KAs are based on a 40-hour work week. The percentages spent on each KA total 85%, leaving 15% that could be used on the KAs described above or for other matters that arise during any normal work week, including staff meetings, creative brainstorming, other meetings, professional development/training, and more.)

Compensation Packages

Compensation will be commensurate with experience within the range of \$70-\$100k. In addition to paying competitive annual salaries and benefits, Martin Waymire seeks to pay bonuses to all account service and support staff based on their individual performance and the performance of the company. In part, bonuses will be based on the relative success of individual staff members achieving their key accountabilities.

Martin Waymire also offers:

- Hybrid work environment
- Health insurance including dental, medical and vision
- Up to \$600 annual fitness and wellness reimbursement
- 12-week paid parental leave
- Cell phone plan reimbursement
- 401k contributions
- Profit sharing
- Paid holidays plus floating holiday options
- Professional development opportunities

Martin Waymire is an equal opportunity employer. Martin Waymire does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is based on qualifications, merit, and business need.

Qualified and interested candidates can send their cover letter, resume and salary requirements to andiecream@workwithhrm.com.