

[Moonsail North](#) — a full-service marketing communications, public relations, and branding agency — seeks creative and collaborative professionals to join our growing team. #TeamMoonsail offers a dynamic, fast-paced work environment that allows you to use your talents to tell high-impact stories that make a difference for clients in a range of industries.

### **Moonsail North accepting applications for Public Relations Specialist**

We are accepting applications for a **Public Relations Specialist** who enjoys the challenge of juggling multiple PR campaigns, writing on deadline, working with journalists, and tracking media hits.

The ideal candidate is a highly organized, well-rounded professional with **3-5 years of experience** in public relations who thinks strategically, writes crisply, works well on deadline, and is skilled at managing project timelines. We want whoever lands this position to have a drive for public relations, a passion for storytelling, a desire for continual learning and growth, and an infectious positive attitude. This public relations role will include executing media relations tactics, supporting issues management strategies, and handling social media campaigns. Experience with public policy and legislative communications preferred.

**This position will provide a full range of public relations services to clients, including, but not limited to:**

- Project manage fast-moving, complex campaigns.
- Write press releases, bylined columns, media advisories, and other written deliverables on deadline.
- Pitch stories to reporters and interact with the media.
- Strategically use social media to support clients' digital accounts.
- Monitor social media.
- Track and analyze earned media and develop campaign evaluation reports.
- Ensure that DEI and accessibility are considered and reflected in all of your work.

### **Desired platform proficiency:**

- Project management platforms, such as Trello and Airtable
- Media monitoring platforms, such as Meltwater or Cision
- Social media management platforms, such as Sprout Social
- E-newsletter platforms, such as Mailchimp and Constant Contact
- Microsoft Office Suite
- Adobe Creative Suite
- Content management system, such as WordPress
- Social media networks (native UI)
- Customer relationship management databases

### **Desired skills:**

- Excellent project management and organization
- Strong, crisp, clean writing and the ability to write for different mediums on deadline
- Social media strategy and execution
- Ability to work at a fast pace
- Collaborative and communicative work style

- Ability to produce high-quality client-facing work
- Ability to develop earned media analytics reports and compelling client-facing presentations
- Bachelor's degree in marketing, communications, public relations or related fields

This position is based in Moonsail North's offices in Lansing, Michigan, with flexibility to work remotely a portion of each week.

Moonsail North offers a competitive salary and benefits package, including paid time off, 10 paid holidays, professional development opportunities, and medical and dental plans, along with life and disability plans.

### **About Moonsail North**

Moonsail North focuses on storytelling and strategy. An award-winning communications, public relations, and branding agency, we offer a full stack of creative services and tell high-impact stories through branding, marketing communications, public relations, and digital and social media services. Our [clients](#) look to us for strategic communications guidance, brand identity development, executive positioning, public relations strategy, media relations, graphic design, social media and digital marketing, media buying, and video creation and distribution.

As a woman- and minority-owned firm, we value each of our mission-aligned collaborations with the nonprofit and for-profit organizations we support. We believe strategy always comes first. Decisions should be data-driven. And messages must be nuanced and inclusive.

Moonsail North honors and celebrates diverse experiences, perspectives and identities as part of our commitment to growing a team with representative talents and voices. Together, we co-create and hold space for a work culture that is inclusive, equitable and welcoming.

We're a hybrid distributed team and work with organizations of all sizes across the nation and internationally. Our HQ in downtown Lansing, Michigan resides in a welcoming red brick building overlooking the Grand River.

Our values guide every storytelling journey, and we take coffee, puns, and making work fun very seriously. Learn more at [moonsailnorth.com](https://moonsailnorth.com).

### **How to apply**

If this sounds like a fit for you, apply here. After answering some short-answer questions, you will be asked to submit a cover letter, resume and work samples either as a link to a portfolio or as document uploads.

While the official close date of this position is February 15, 2022, candidate submissions will be considered on a rolling basis as they come in — so please apply right away if you're interested for this position.