# POSITION POSTING – Full-Time

## Public Relations Strategist

Harbor Strategic Public Affairs
Lansing, MI

Contact:
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## About Us

Harbor Strategic is a bipartisan, Lansing-based public relations, public affairs, and digital content firm serving clients across Michigan and the region. Founded in 2019, our office sits in the shadow of the Michigan State Capitol. Our team brings professional backgrounds from statewide elected offices, the legislature, television newsrooms, PR firms, and political campaigns.

We are seeking a creative, ambitious, and strategy-driven professional to join our team as a full-time Public Relations Strategist.

## General Duties

Public Relations Strategists are responsible for leading client accounts, crafting messages, and developing strategies to connect clients with their target audiences through social media, paid advertising, grassroots outreach, media relations, and coalition building.

The ideal candidate is a self-starter with strong strategic instincts, constantly looking for opportunities to promote and protect clients.

This person will:

* Research and analyze data daily to identify the best positioning for clients.
* Use writing and creative skills to tell client stories.
* Develop and maintain strong relationships with all forms of media and influencers.
* Produce social media and video content.
* Organize coalitions of stakeholders to create meaningful impact.
* Leverage (or be willing to learn) generative AI apps for client and industry research, and video/graphic design content creation.

## Harbor Values

* Strategic thinkers who turn data into compelling client stories and tactical outreach.
* Lifelong learners eager to expand their knowledge and skill set.
* Entrepreneurial and resourceful people with a can-do mentality.
* Networkers who build and sustain relationships—and help recruit new clients.
* Teammates committed to integrity, honesty, and kindness.
* Hustle, talent, and professional growth.

## Minimum Requirements

* 2+ years of relevant work experience in public relations and/or politics.
* Bachelor’s degree, preferably in public relations, communications, or digital storytelling.
* Experience with PR and CRM apps.
* Familiarity with video production apps and equipment.
* Resume and references.
* Five writing samples.
* Willingness to participate in up to three in-person interviews.

## Benefits

* Paid leave plan
* 401(k) savings account with employer match
* Performance-based bonuses
* Healthcare stipend
* Hybrid schedule (in-office + WFH)
* Salary range: $50,000–$85,000, commensurate with experience and fit

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