
Senior Manager (Austin, TX or NYC, NY)

Job Description

Caliber (www.calibercorporate.com) is a strategic marketing communications firm that helps companies tell their story and connect with key stakeholders.

We are seeking a Senior Manager to nurture a strong industry network, increase awareness and develop an enviable corporate image for each of our clients, by developing and executing effective marketing communication programs. The ideal candidate will have a background in PR with experience in the financial services, financial technology and/or real estate technology sectors.

The right candidate will also play a key role in supporting the growth of our team, nurturing and encouraging team members and communicating effectively across the organization and our offices.

Our team represents a talented and diverse workforce. The right candidate will thrive in a boutique environment where they will be both autonomous in owning specific accounts as well as team-driven, with the initiative to roll up their sleeves.

Essential duties

- Account Management & Media Placement: Serving as the lead for a group of PR clients, working with senior leadership within financial services, technology (FinTech, LegalTech, MarTech, InsurTech, Real Estate Tech) and professional services companies.
 - Developing media relations strategies for clients, setting short- and long-term goals, and seeking industry-relevant placements across relevant mediums, including print, online, radio and TV broadcast media.
 - Collaborating with the entire Caliber team to ensure proper support for all Caliber clients.
 - Building and maintaining strong relationships with relevant mainstream and trade media, as well as identifying new outlets/media opportunities on behalf of clients.
 - Proactively identifying media opportunities and effectively coordinating by drafting recommendations and action plans around these opportunities for clients.
 - Maintaining client-specific media lists/database.
 - Assisting with measurement of results and analysis, and preparing regular reports/presentations for clients as needed.
 - Being accessible and responsive to journalists, clients, internal team members, and freelance consultants.
 - Crafting press releases, byline articles, media pitches, annual plans, executive bios, company overviews, and other professional communications.
- Coaching & Mentoring: As a senior member of our Austin or NYC office, you will act as a proactive mentor, teacher and problem solver for supporting staff.
 - Coordinating & driving Caliber culture efforts across our offices, focusing on finding new and innovative ways to collaborate, working directly with the senior leadership team to set employee engagement efforts and execute accordingly.
 - Mentoring supporting staff on relevant accounts, showcasing strategic thinking and setting proper direction while also focusing on executing this strategy.
 - Developing and maintaining a keen understanding of industry trends affecting clients and working across the senior account team to make appropriate communication strategy recommendations.
 - Serving as an essential part of our growing team, helping contribute to the boutique, collaborative culture of communications experts we are cultivating.

Qualifications

- Bachelor's degree, preferably in Public Relations, Communications, Journalism, English, or related studies; Bachelor's in Economics or Business-related discipline a plus
- Proven working experience in public relations with a minimum of 8 years' experience in either in-house or agency setting + experience managing all aspects of client accounts

Strongly preferred

- An interest and aptitude in the finance, technology, real estate or legal sectors
- Strong relationships with influential journalists at mainstream or niche publications specifically in the sectors above
- Fearless when it comes to proactive and reactive communication with reporters
- Proven ability to prioritize workloads with limited oversight
- Previous experience managing a team; management of team members in multiple locations a plus

Benefits

Benefits include unlimited flexible paid time off (PTO) policy, performance bonuses, 401k retirement plan, medical insurance benefits – and a management team that truly cares about your professional development.

If you are a team player who is excited to join a group that loves what they do, please send us a tailored cover letter along with your resume to nicolas@calibercorporateadvisers.com.

