

## **Public Relations Manager**

Knovva Academy Inc. in Boston, MA is seeking a full-time Public Relations Manager.

### **Job Duties:**

Study Knovva's objectives and promotional policies to develop public relations strategies that will influence public opinion and recognition of Knovva' learning programs. Specifically,

- Plan and design various public relations activities to create positive public perception towards Knovva's learning programs, events, and online courses domestically and internationally and to maintain the Academy's favorable public image;
- Create press packets using Photoshop and InDesign for events to distribute to media members in attendance;
- Collaborate with key partner schools and media to support a variety of domestic and international academic programs such as Model G20 on Knovva's website and popular social media sites;
- Prepare and deliver speeches to further public relations objectives;
- Manage social media activities including creating and posting content, monitoring, and listening on platforms such as Facebook, Twitter, YouTube, LinkedIn, etc.;
- Develop and formulate effective public relations and communication strategies that are specifically tailored for and are sensitive to different social and cultural nuances utilizing interdisciplinary approaches to identify how verbal and nonverbal presentation, ethnic, gender and cultural differences affect communication in the U.S. and abroad;
- Establish, develop, and maintain cooperative relationships with representatives from the partner schools and educational organizations in the U.S. and abroad;
- Work closely with the Marketing team and Academic Design team, writers, and external PR resources to develop creative and integrated campaigns to support new program launches and events;
- Manage communication budgets and maintain public relations policies that align with business objectives and produce significant results.

### **Job Requirements:**

- Master's degree in Public Relations, Communications, Journalism, or Business Administration.
- 6-month working experience in:
  - creating press packets using Photoshop and InDesign; and
  - preparing and delivering speeches to further public relations objectives.

To apply, please email cover letter and resume to [cathy.li@knovva.com](mailto:cathy.li@knovva.com). Cite Reference # PRM1.