



# READY NEST

## PR Coordinator

### Job Summary

If you love inspiring people through outreach and representing a purpose-driven brand, you'll fit right in with Ready Nest Counseling.

We are seeking a Public Relations Coordinator who will be responsible for setting the marketing and public relations strategy for the year ahead. This role will amplify the voice of Ready Nest Counseling as the market leader when it comes to maternal mental healthcare. As you refine your strategy, we'll look to you to schedule and promote events, define social media strategies, and keep the team organized across all marketing efforts. Our counselors are passionate about helping others, and we want you to take initiative in reflecting that to our market. You'll be deeply involved in the creative process of our branding to ensure delivery of consistent messaging across all platforms.

Our ideal candidate has at least a bachelor's degree in marketing, communications, or public relations, at least three years of professional work experience, and a portfolio of successful client work.

### Duties and Responsibilities

- Marketing
  - Define the company's overall public relations goals and strategies to increase market exposure
  - Plan campaigns and implement content calendar to be consistent across all media, including social media, blog, website, and press features
- Community
  - Plan, prepare for, and participate in sponsorship and presenter opportunities at community events
  - Plan and execute Ready Nest events for our clients and community
  - Contact community partners for delivery of printed marketing materials for increased visibility to their client base
  - Maintain an up-to-date list of community referral partners



- Social Media
  - Develop, implement, and manage social media strategy
  - Monitor and engage with our social media audience
  - Analyze social data to identify opportunities for growth
- Website
  - Monitor and generate website traffic reports
  - Recommend ways to boost website traffic and grow subscriber base
  - Respond to and troubleshoot all website issues
- Blog
  - Present new topic ideas and collaborate with staff to execute
  - Edit and proof written work submitted for posting
  - Identifying new markets and topics for the blog to expand into
- Public Relations
  - Develop media relations strategy
  - Manage media inquiries and interview requests
  - Stay up-to-date on relevant topics and edit communication strategy to match community needs
- Ecommerce
  - Prepare ecommerce platform for online launch
  - Create and track promotional offers
  - Examine sales-related metrics to proactively restock popular items

## Requirements

- Bachelor's degree in public relations, journalism, marketing, or a relevant field
- At least 3 years of work experience in marketing, public relations, or related field
- A portfolio of successful client work
- Knowledge of best practices for brand management and media strategies
- Experience with relevant softwares, specifically Shopify and Wix

## Qualifications

- Proactive vs reactive
- Excellent public speaking and presentation skills
- Good project management and organization skills
- Attention to detail
- Video production and editing skills a plus