



WORTHINGTON PR & STORY

PR Specialist – Worthington PR & Story

Overview

We are looking for a PR Specialist to join our team.

Worthington PR & Story is a growing communications, PR and digital agency based in Calgary.

We embrace our core values, which include serving as trusted advisors, having an approachable attitude, solving problems creatively, being tuned in, doing inspiring work and embracing a collaborative culture.

Ready to take the plunge on a great opportunity to expand your skills and quickly grow your career in a meaningful way?

Role Description:

You will be a key part of a fast-paced, professional and friendly agency team, working to develop and deliver incredible results on client projects and campaigns, and collaborating with team members to execute campaigns and projects.

You will have an opportunity to apply your public relations, media relations, project management and writing skills, including traditional earned media and pitching, media monitoring, media reporting, writing public relations materials, supporting with event planning and execution and working on a variety of tasks within the agency environment.

The successful applicant can multitask, manage up and down, prioritize tasks and be results-driven. Relationships with the media are an asset.

We pride ourselves on providing excellent client service, being trusted team players, supporting each other, learning, working hard and celebrating our wins.

We offer a hybrid work environment, competitive salary, health benefits, bonuses, paid personal days and other workplace perks.

Role Accountabilities:

- Working on a variety of public relations and media relations activities, including writing media advisories and press releases, managing media lists and influencer lists, tracking media coverage and building media reports.
- Social media planning, content development and account management.
- Event planning and execution.
- Developing compelling key messaging and content on various platforms, staying on brand and being creative for each client.
- Being willing to help support the team to drive success across the agency.
- Ability to think outside the box and research ideas to stay on trend with the ever-changing world of PR and digital media.
- Being bold.
- Willingness to learn new skills.
- Confidence to manage external partners and vendors.



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- Team Player: Ability to work in a collaborative, creative, entrepreneurial and fast-paced environment.
- Strong writing skills.
- Self-Starter.
- Account administration and budget management.

Qualifications:

- The ideal candidate has a Bachelor's Degree or Diploma in Public Relations, Communications, Marketing or a related discipline.
- 1-2 years of work experience in your field. Agency experience is an asset.
- Experience with earned media activities, social media, event planning, influencer campaign management, public relations writing and account management.
- References provided upon request.
- Must be legally entitled to work in Canada.
- Must be able to commute to Calgary office multiple times per week.

About Worthington PR & Story

In just six years, Worthington PR & Story has grown into a well-established and highly respected PR and communications agency. WPRS provides strategy, writing, public relations, social media, communications, events and marketing expertise to retail, consumer, tourism, financial, tech and real estate brands. Also home to Noble Arrow, providing communications strategies and support to meaningful charities and community changemakers. www.worthingtonpr.com

Apply:

Please submit your resume and cover letter to Rachel Redmond at redmond@worthingtonpr.com and address "Worthington PR Job Application" in the subject line. Apply quickly as this job will close on Friday, February 2 2024 or once a suitable applicant is selected.