



<https://panklays.com/vacancy/public-relations-officer/>

Public Relations Officer

Description

Are you passionate about public relations, storytelling, and shaping a brand's image? Our client, a **dynamic new music streaming company**, is seeking a talented **Public Relations Officer** to help amplify their voice in the industry. This is your chance to join a cutting-edge team shaping the future of music!

Responsibilities

In this role, you'll play a key part in enhancing the company's public image and driving community engagement. Key responsibilities include:

- Developing PR strategies: Crafting and executing innovative communication plans to promote the company's brand.
- Building media relations: Establishing and maintaining strong relationships with journalists and media outlets.
- Writing press releases: Creating impactful press releases to announce milestones and initiatives.
- Planning events: Organising events that strengthen connections with audiences and enhance brand awareness.
- Monitoring public opinion: Analysing media coverage and feedback to refine PR strategies.

Qualifications

- A degree in Public Relations, Communications, or a related field.
- Proven experience in public relations or communications, ideally in the entertainment or media industry.
- Exceptional writing and storytelling skills.
- Excellent interpersonal and relationship-building abilities.
- A creative mindset with a passion for music and culture.

Job Benefits

- A competitive salary and benefits package.
- Exciting career growth opportunities within the music and entertainment sector.
- The chance to make an impact in a rapidly growing, innovative company.
- Comprehensive benefits, including health, wellness, and retirement plans.

Hiring organization

Quarlytics Music

Employment Type

Full-time

Job Location

Sandton, South Africa

Remote work possible

Date posted

January 11, 2025