

Public Relations + Communications Strategist

Job Description:

CVR is searching for a Public Relations and Communications Strategist to play a key role in developing and executing communications strategies that help CVR's diverse portfolio of clients build visibility, strengthen reputation, and connect with audiences.

This role supports clients across industries through earned media, public affairs, thought leadership, executive visibility, integrated storytelling, and experiential PR. The ideal candidate is tapped into trends, communities, cultural moments and real-time conversations — and knows how to identify where a client needs to show up, what they need to say and how to shape the story. They are a strong writer, proactive communicator and strategic problem-solver who understands how media relations, public affairs, social media, events, activations and public perception work together.

The PR + Communications Strategist will serve as a proactive communications partner to internal teams and clients, helping anticipate needs, identify opportunities, and provide thoughtful recommendations that ensure CVR gets all in our clients' business. The position is designed to complement CVR's social media and influencer marketing function by ensuring messaging and storytelling are aligned across earned, owned, and shared channels. This role requires strong writing skills, sound judgment, attention to detail, and the ability to manage a mix of clients and multiple priorities in a fast-paced agency environment.

Essential Functions + Responsibilities:

Media Relations

- Support the development and execution of public relations and strategic communications plans for assigned client accounts.
- Assist with earned media strategy, media outreach, thought leadership and executive visibility strategies and tactics.
- Help coordinate media interviews, spokesperson preparation materials, booking & interview logistics, as well as staffing clients in interviews.
- Research media trends, reporter beats, industry news, and timely story opportunities to help identify proactive PR angles for clients.
- Build and maintain targeted media lists for local, regional, national and trade media outreach and support media pitching efforts and assist with journalist, editor and producer relationship-building.
- Monitor media coverage, social conversation, and industry trends to inform client recommendations and support creation of monthly, quarterly, bi-annual, and campaign-specific PR reports.

Public Affairs + Issues Management

- Assist with crisis and issues of communications efforts and help develop communications materials, including issue briefs, stakeholder messaging, backgrounders, fact sheets, talking points, and public affairs materials.
- Research civic, policy, community, and industry developments that may create communications opportunities or issues considerations for CVR clients.
- Help develop communications materials that translate complex public policy, civic initiatives, or legislative issues into clear, audience-friendly messaging to advance client goals.

Corporate + Executive Communications:

- Draft and edit content for owned channels, including blog posts, newsletters, executive LinkedIn posts, case studies, and client updates.
- Research reporters, editors, producers, outlets, and speaking/thought leadership opportunities relevant to client industries.

Integrated Communications

- Partner with CVR's social media team to ensure earned and owned media strategies are aligned across client campaigns and collaborate with account services, creative, and digital, support integrated communications programs.
- Coordinate with social media team members to identify opportunities for earned media coverage to extend across owned channels.

Project Management + Client Communications

- Provide project coordination support for PR and communications deliverables, including timelines, task management, approvals and internal follow-up.
- Support client communications, including status updates, meeting preparation, recap notes, and presentation materials.
- Provide proactive recommendations on media trends, social conversation, client priorities, performance data, and emerging communications opportunities.

Agency Marketing + Communications

- Contribute to CVR publicity efforts, agency thought leadership and internal communications as needed.
- Support agency's new business efforts through research, draft language, media landscape analysis and communications planning input.
- Support agency's cadence of award promotion.

Qualifications Required

- Up to six years of experience in public relations, communications, journalism, marketing, social media, or a related field.
- Bachelor's degree in public relations, strategic communications, journalism, marketing or related field.
- Strong writing, editing and proofreading skills.

- Ability to draft clear, polished communications materials for a variety of audiences, industries and platforms.
- Strong understanding of media relations, earned media and the evolving communications landscape.
- Ability to research media outlets, reporters, industry trends, and client-relevant news opportunities.
- Strong organizational skills and ability to manage multiple accounts, deadlines and priorities.
- Comfortable working in a fast-paced agency environment.
- Strong interpersonal skills and ability to collaborate across account service, creative, digital, social and leadership teams.
- Ability to communicate clearly and professionally with internal teams, clients and media contacts.
- Strong attention to detail and commitment to high-quality work.
- Willingness to support occasional after-hours or weekend needs for media relations, crisis/issues monitoring or time-sensitive client work.

Tools + Resources:

- Experience with:
 - Digital marketing platforms like social media, email, content systems
 - Analytics tools like Google Analytics
 - Project management tools
 - Actively familiar with AI tools
 - Familiarity with PR, media monitoring, social listening or analytics tools such as Meltwater, Sprout Social, Google Looker Studio, and other industry platforms for media relations, social + digital media.

Preferred

- Agency or in-house experience in public relations, social media, and/or public affairs.
- Experience supporting media outreach or securing earned media coverage.
- Experience drafting press materials, pitches, talking points or client messaging.
- Familiarity with local, regional, national or trade media landscapes.
- Experience supporting executive visibility, thought leadership or issues management efforts.
- Comfort with reporting, analytics and turning data into clear insights.
- Interest in the relationship between public relations, social media and integrated communications

What You'll Find at CVR:

At CVR, we believe great work starts with a team that feels supported, challenged and connected. We offer a collaborative agency environment where people have room to grow, contribute across disciplines and be part of work that makes an impact for clients and communities.

Our team benefits include:

- Competitive salary aligned with experience and role expectations
- A hybrid work week with three days in our downtown Indianapolis office
- Paid time off, annual agency holidays and additional flexibility, including:
 - Summer Fridays in the month of July

- Annual work-from-anywhere week
 - Birthday holiday
 - Agency closure between Christmas and New Year's Day
- Medical, dental and vision coverage in addition to Long Term and Short-Term Disability Insurance
- Parental Leave
- 401K Match Program
- Professional development opportunities through local and national public relations, social media, advertising and marketing organizations and opportunities to attend conferences, networking events and industry programs aligned with agency and department goals
- Team outings, retreats, lunch and learns, community outreach and volunteer opportunities that keep us connected to each other and to Indianapolis
- A downtown Indianapolis headquarters with parking, office snacks and drinks, collaborative workspaces and an in-house video studio
- Connection to AMIN Worldwide, a global network of independent advertising and marketing agencies that gives our team access to broader industry perspective, resources and relationships