

Senior PR Strategist

Job Description:

The Senior PR Strategist leads media relations strategy for select CVR accounts, building and integrating public relations plans into broader account planning alongside the account team. This role owns the full arc of the work: developing the strategy, selling it into clients, and executing against it, including press release writing, media pitching, and coverage monitoring. Strong writing is essential to this role, as is comfort presenting strategic recommendations directly to clients. Beyond client work, the Senior PR Strategist also supports the agency's own visibility and new business efforts through industry awards submissions and earned media coverage of agency work.

Capabilities:

- Strong short and long-form written communication skills
- Confident presenter with strong verbal communication skills
- Skilled at building relationships with local, regional, and national media
- Able to translate account and business objectives into a media relations strategy
- Proficient with media monitoring and social listening tools, including Meltwater
- Self-starter who can manage multiple accounts and deadlines simultaneously
- Collaborative team player who integrates PR strategy with broader account planning
- Passionate about earned media and its role in a client's overall marketing mix

Roles & Responsibilities:

- Develop media relations strategies for assigned accounts and integrate them into broader account plans
- Present and sell media relations strategies and recommendations to clients
- Write press releases, media pitches, byline articles and other thought leadership content
- Pitch client stories to local, regional, and national media outlets
- Monitor, track, analyze and report on media coverage, informing ongoing and future strategies
- Support media training sessions and coordinate media interviews for client spokespeople
- Recommend community outreach strategies and tactics for nonprofit or quasi-government clients
- Draft briefing documents and preparation materials for media interviews and training
- Build and maintain up-to-date media lists for assigned accounts
- Identify relevant industry awards and manage entries for client and agency work
- Secure local and industry-specific media coverage for key agency campaigns
- Support agency new business efforts through media relationships and PR positioning
- Participate in account planning meetings and contribute a PR perspective to broader strategy

Qualifications:

- Minimum of 3-5 years of experience in public relations; agency experience preferred
- Required: experience with Meltwater, Cision or a comparable media monitoring platform
- Preferred: experience with Sprout Social or a comparable social media management platform
- Excellent writing and editing skills, with a portfolio of press releases or media placements

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:
 - 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