

PR and Communications Lead at Crestwood

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Company: JobWebKenya

Location: Kenya

Category: arts-design-entertainment-sports-and-media

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Founded in , Crestwood Marketing and Communication is an integrated marketing communications Agency that elevates brands above their competition, delivering marketing and PR services that improve sales, increase brand awareness and grow organizations. Providing the best talent to service clients, from startups to blue-chip organizations and government entities, Crestwood Communication delivers impactful integrated campaigns, providing high quality services, across: PR, Social Media, Google Advertising, Video Production, Graphic Design, Photography, Promotions, Influencer Marketing, Web Design, Event Management, SEO, Email Marketing, Graphic Design and more.

Primary Responsibilities

Develop, implement, monitor and measure integrated public relations & communications strategies and programs for the organization and its clients.

Implement public relations & communications plans to increase brand awareness and recognition for client organization.

Drafting proposals to enhance opportunities for the organization

Developing and maintain contacts with media houses, influencers and community leaders.

Provide strategic and tactical public relations and communications advice and support around key initiatives of the organization.

Develop, nurture and leverage key relationships with other media to secure and grow media coverage both online and offline.

Manage and implement production of external communication tools and materials including websites, social media, annual reports, newsletters, investor updates, business stories, documentaries, brochures etc

Writing press releases, speeches, briefs and other communication materials for the organization or client spokespersons.

Identify high profile forums and other opportunities for the leadership team and other key staff to promote organization's brand.

Monitoring press stories relating to the company's clients and brands online and offline, and maximizing opportunities for positive coverage while minimizing any negative impact to the organization.

Develop and lead external and internal communications strategies including communicating the brand to customers and stakeholders.

Develop clients' public relations and communication proposals.

Manage budgets, ensuring value optimization and compliance with the Company's policies and processes.

Requirements

Skills & Qualifications

Proven high level of creativity and a strong track record in translating ideas into new business conversation.

Ability to exhibit knowledge and deep understanding of earned media and content marketing.

Ability to provide creative thinking / solutions to client challenges across the wider integrated piece.

A proven track record of pitching and winning new business.

A track record of growing existing clients by developing new and compelling concepts and campaigns.

High emotional intelligence and ability to inspire, lead and nurture talent across an agency setting.

Experience

At least **Five years** of relevant experience.

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