

Communications Consultant Consumer + Trade Team

Are you a motivated and creative PR consultant interested in working at one of Canada's largest and fastest-growing independent consulting firms? Where the management team believes in brains without bureaucracy? Where you'll enjoy more freedom to grow and lead?

Argyle Public Relationships offers a superior experience in a supportive environment where talented public relations professionals can build great careers. Our clients include some of the biggest names in consumer products, government, business and finance, health care and technology.

Argyle seeks an experienced PR professional to join its consumer + trade team. The ideal candidate has strong client, project management skills and the ability to contribute to the development of integrated media, influencer and social communications programs for various consumer clients.

Responsibilities include:

- ◆ Conducting media and influencer outreach campaigns
- ◆ Writing and developing content for communications programs, including social media activations (e.g. content calendars, blogs, digital assets, etc.) and mainstream media (e.g. pitches and news releases, op-eds, etc.)
- ◆ Creating and executing social media strategies
- ◆ Analyzing and reporting on program results
- ◆ Conducting research to support client and new business development
- ◆ Maintaining and managing vendor relationships
- ◆ Managing aspects of client programs including critical paths
- ◆ Providing logistics support and coordination for client and agency events

Skills & Experience

- ◆ 3-5 years of agency or communications experience; consulting expertise in the food or agriculture sector is an asset;
- ◆ Strong media and influencer relations skills and established contacts with business, marketing, food and lifestyle contacts;
- ◆ Excellent writing and editing skills;
- ◆ A passion for going the extra mile to get great results for every client;
- ◆ Creativity and a positive energy;
- ◆ Self-motivated, resourceful, flexible, organized, skilled at client service;
- ◆ Excellent organizational, project management and time management capabilities;
- ◆ Ability to multi-task, determine priorities and work under pressure of deadlines; and
- ◆ Team spirit and a great attitude.

We offer a dynamic environment, competitive compensation, and an outstanding opportunity for long-term career growth and advancement.

To apply, please submit your resume to: recruiting@argylepr.com

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