



Public Relations Counselor

Job Opening Date: [October 2, 2006](#)

Saxum Strategic Communications, Oklahoma's leading full-service public relations, public affairs and strategic marketing firm, currently has an opening for a talented and experienced public relations counselor reporting directly to the CEO.

Job Description:

The Public Relations Counselor will work with current and future Saxum clients, as well as internal staff, on the following types of projects:

- **Client Service**
 - Functioning as a liaison with clients, counselor is responsible for direct supervision and management of multiple clients. This position will be responsible for a combination of direct labor and supervised labor.
- **New Business**
 - Counselor is expected to help generate leads and new business opportunities for the firm.
- **News Hawk**
 - Counselor is expected to read multiple media sources on a daily basis and understand how to break into hard to reach audiences.
- **Administrative Input**
 - Counselor is expected to help suggest and implement new policies and procedures as related to account management learned from other experiences.
- **Research**
 - Counselor is expected to have an understanding of qualitative and quantitative research and overseeing research projects for multiple clients.
- **Media Relations**
 - Counselor is expected to have relationships in the media and have the ability to leverage those relationships. In addition, new relationships would need to be formed and a background that includes media training is desired.
- **Marketing Theory**
 - Counselor is expected to have general knowledge about marketing theory and practice.
- **Writing**
 - Counselor is expected to train and encourage high quality writing from the research and writing team in addition to an expectation of excellent written skills individually.

Requirements:

- Education: Bachelor's degree is required. Major or field of study preferably in public relations or communications, but not required.
- Experience: 7-10 years professionally in the strategic communications/public relations field.
- Knowledge/ Skills/ Abilities/ and Other Characteristics: We're seeking an energetic, positive, talented, highly-motivated and creative individual with a strong work ethic. Applicant must work well in a fast paced, team environment under tight deadlines.
- Programs/Software: Proficient in all Microsoft office products and must be a proficient typist. In addition, knowledge of media scanning and client management tools is preferred.

Contact:

Send resume, cover letter and portfolio samples to Sara Lashley, Director of Operations and Accounts: 405.608.0445 or slashley@saxumcommunications.com. Please include Public Relations Counselor in the subject line.

Deadline for applications:

All materials must be received before 11 a.m. on Friday, October 13 to be considered.