

## **Current Openings at Imprenta Communications Group Effective August 1, 2017 through October 10, 2017**

### **Public Relations Specialist, Public Entities and Affairs**

**Location:** US-CA-Los Angeles

**Minimum Education:** Masters

**Job Type:** Full Time

- Conduct strategic planning and direct development and communication for public affairs programs designed to combine government relations, media communication, issue management, corporate and social responsibility, information dissemination and strategic communication advice for a positive image to spread through the active community involvement.
- Create and maintain programs that aim to influence public policy, build and maintain a strong public image and public reputation, and establish and develop trust-based relationships with clients generated from impeccable and responsible client service and regular communication;
- Arrange for and conduct public contact programs designed to meet clients' objectives and ensure accurate targeting of advertising campaigns, utilizing knowledge of changing attitudes and opinions of consumers, clients, employers, or other interest groups;
- Create ideas, write copy, layout artwork, and prepare or edit organizational publications, such as newsletters to employees or public to favorably present clients' viewpoints; prepare and distribute fact sheets, news releases, photographs, scripts, motion pictures, or tape recordings to media representatives and other persons who may be interested in learning about publicizing companies' or clients' activities or message.
- Establish and develop trust-based relationships with clients generated from impeccable and responsible client service and regular communication.
- Represent clients during community projects and at public, social, and business gatherings, develop special projects, such as public awareness campaigns about political issues, and pitch and land story ideas within an array of multicultural and general market/media channels;
- Design media-buying plan, consult with media or advertising agencies to arrange promotional campaigns in all types of media for products, organizations, or individuals, promote goodwill through such publicity efforts as television, web, mobile-device, radios, advertisement, mails, press releases, question/answer sessions, and community events, and follow up and track press and media hits to ensure advertising and disclosures are consistent with state and local laws and regulations.
- Execute public affairs strategy with regard to the creation, curation, monitoring and analyzing of content and consumer behavior and conversation online. Oversee multi-culture, social listening, monitor buzz, trends, key influencers, relevant conversations ways in and competitive efforts to provide insight to inform evolution and optimization of efforts for both Imprenta and clients.

- Lead recommendations to grow Imprenta's brand presence across social media channels, including but not limited to blogs and Facebook. Collaborate with marketing team in the development of marketing communication plans to leverage content in the social media space and in the execution of the ideas.

Requirements:

Masters of Public Administration, or related US degree

Please mail application, resume, and documentation of qualifications to the company's physical address of 315 W. 9th Street, Suite 700, Los Angeles, CA 90015, attention to Mr. Ken Tiratira, as a formal application.

**Ken Tiratira**  
**Imprenta Communications Group**  
**315 W. 9th Street**  
**Los Angeles, CA 90015**  
**Phone: 213-210-2500**