

Red F is a marketing firm in Charlotte, NC that offers a unique blend of consulting and marketing execution. Our mission is to help solve the toughest marketing challenges for the world's best companies. Our client roster consists of some of the most admired companies in the world including AT&T, Direct TV, Wachovia, RJR, ING, Disney, Verizon, SunTrust and Coca Cola. Our team has a passion for driving value by emphasizing quality ideas and service developed with both outstanding teamwork and individual accountability. Red F was recently recognized by Inc. Magazine as the #1 fastest growing Marketing Firm in the country and the 21st fastest growing private company across all industries.

We are currently seeking a highly motivated individual with a strong record of professional achievement to join ROJO, our US Hispanic Marketing Division, as Public Relations Senior Account Executive. This person will report directly to the PR/Media Relations Director, ROJO Hispanic Marketing.

Duties and responsibilities include:

- Developing strategic communications plans, including analysis of market data, identification of communications challenges and opportunities and the formulation of PR strategies, tactics, budgets, measurement and timelines consistent with and appropriate to the advertising strategy
- Executing and advising on PR strategies and collaboratively developing strategic media relations plans
- Overseeing communications program implementation across the spectrum of communications disciplines, including traditional public relations, grassroots communications, interactive communications and advertising
- Writing and editing of media materials such as: press kits, press releases, media alerts, fact sheets, bios, case studies and backgrounders
- Coaching spokespersons and facilitating media interviews with spokespersons
- Execute strategy, activation programs and local/national retail public relations campaigns
- Managing all third-party vendors consistent with ROJO and client quality expectations
- Ensures that commitments are kept and consults with other departments, the Director and outside contractors/vendors to ensure promotion or event success
- Managing team workflow and client requests, and identifying needs and communicating requests to the Director
- Implement tracking systems of media impressions, including quantitative and qualitative measures
- Being attentive to the client's schedules in order to meet deadlines
- Managing budgets, client interface and other special projects
- Manage budget for maximum profitability to agency, as well as for maximum results and value to client
- Interacting with internal Directors and clients to maintain current understanding of the strategy, upcoming initiatives and communications requirements

Job Experience/Skills Required

- 7-10 years of experience in developing public relations campaigns towards the Hispanic consumer market, with a proven success related to targeting PR programs to the Hispanic consumer market (examples of this will be required).
- Bi-lingual (Spanish & English) both written and conversational required
- Expert knowledge and understanding of the target market
- Experienced communications strategist with excellent writing and strong media relations expertise
- Strong ties to local and national media (General market and Hispanic)
- Strong administrative and analytical skills
- Database management and knowledge of MS office (Word, Excel, PowerPoint and Outlook) and Internet research
- Demonstrated professionalism, leadership and conflict resolution skills
- Ability to act as the primary day-to-day client contact overseeing the implementation of client projects
- Must be able to flourish in a team environment
- Must be a creative/strategic thinker, results-oriented, willing to take initiative, highly self-motivated and self-directed

If you are interested and qualified for this position, please send your resume and cover letter to hr@rojomarketing.com .