



## **Senior Public Relations Specialist**

**Location: On-site at our Jackson, Mississippi headquarters**

**Company: The Cirlot Agency, Inc.**

### **About Us:**

We promote and protect our clients and the company's brand. We are global brand architects who are passionate about forging lasting connections. As a full-service strategic communications and business development agency, we partner with a wide array of clients, from global Fortune 100 companies to leading privately held firms. Our team excels at delivering innovative, results-driven strategies and exceptional execution while enjoying the journey.

We're looking for talented, hard-working professionals to join our growing team. We want to hear from you if you bring the right mix of creative thinking, journalistic expertise, and a passion for brand storytelling.

### **Who You Are:**

You're an experienced communications professional with a strong background in journalism, public relations, or a related field. You have a talent for writing engaging, newsworthy stories that capture attention and inspire action. You're a strategic thinker who can seamlessly combine creativity with practical execution. Above all, you're fueled by curiosity and a desire to continually learn and grow.

### **Key traits you bring to the table:**

*Expert Writer:* You possess a journalistic mindset and excel at crafting engaging, concise, and impactful stories.

*Creative & Strategic:* You approach each challenge with a unique perspective and understand how to craft stories that resonate with diverse audiences.

*Media Savvy:* You're plugged into the latest trends in media and communications, from traditional outlets to emerging digital platforms.

*Collaborative & Independent:* You're comfortable working on teams but also take ownership of your work and thrive in a fast-paced environment.



## **What You'll Do:**

As a Senior Public Relations Specialist, you will lead the development and execution of PR strategies for a diverse range of high-profile clients. You will collaborate across various mediums, from long-form content to brief news stories, creating materials that enhance our clients' brands.

### **Your key responsibilities will include:**

*Crafting Compelling Content:* Write engaging stories, case studies, press releases, speeches, and thought leadership pieces for a range of media outlets.

*Strategic Storytelling:* Develop story angles and media opportunities that align with our client's business goals and communication objectives.

*Client-Focused Communication:* Research and write targeted content for trade publications, websites, national media, and more, ensuring all content is clear, impactful, and meets AP Style.

*Brand Messaging:* Aid in the creation and implementation of strategic communication plans, encompassing both internal and external messaging.

*Editorial Excellence:* Edit and proofread materials produced by the team, maintaining the highest standards of quality and clarity.

*Media Relations:* Cultivate relationships with journalists, editors, and influencers to secure meaningful media placements and drive brand awareness. Experience with media management and news cycles is essential.

*Results-Oriented:* Take ownership of client projects and deliver measurable results that directly impact their business success.



### **Additional Responsibilities:**

The ability to travel is essential. A valid US passport is necessary for limited international travel. Experience in military, aerospace, defense, and congressional communications is a plus.

### **What We Offer:**

- A collaborative, creative, and fast-paced work environment.
- Opportunities to work with global clients across a variety of industries.
- A team-oriented culture that values intelligent, driven individuals who are passionate about their work.
- Health insurance, earned PTO vacation, 401K, and performance bonuses.

### **Location:**

This is a **full-time, on-site** role based at our headquarters in Jackson, Mississippi. **Remote work or freelance opportunities are not available for this position.**

### **How to Apply:**

Please send your resume and writing samples directly to [tcainfo@circuit.com](mailto:tcainfo@circuit.com). No phone calls, please.