

# INDUSTRY

**Job Title:** Public Relations (PR) Coordinator

**Job Level:** Entry/Mid Level

**Job Field:** Communications, Media, Insights + Trends

## Description

The Public Relations Coordinator at INDUSTRY plays a key role in shaping the agency's visibility, supporting the development and execution of integrated PR strategies that elevate both the INDUSTRY brand and its clients. The PR Coordinator will enhance and strengthen the company's reputation through the implementation of strategic public relations plans, providing communications counsel and supporting projects. This person will help support issues management efforts and facilitate relationships with reporters, influencer's and key stakeholders to protect, build and amplify the value of INDUSTRY brands. This role partners closely with account, creative, and strategy teams to translate breakthrough work into compelling narratives across media, awards, and social channels. The PR Coordinator ensures our ideas are not only seen, but culturally relevant and celebrated including internal teams and clients work. Acting as a steward of the agency's public presence, the coordinator helps manage media relationships and collaborates with external PR partners to amplify impact.

This is a full-time (Monday through Friday) non-exempt, temporary 3 month contract position with opportunity to extend based in Portland, Oregon. Reporting directly to the Producer + Artist Liaison while working collaboratively with all internal teams and external PR partners.

## Responsibilities

- Execute INDUSTRY's PR strategy by drafting tailored pitches, coordinating outreach, and tracking coverage and sentiment across key outlets.
- Develop and refine PR materials including press content, executive bylines, and thought leadership pieces.
- Leads and ensures messaging is consistent across press, website, social, and internal channels.
- Collaborate with internal teams to support the integration of PR efforts into client campaigns and key agency moments.
- Monitor media coverage and cultural conversations, summarizing insights and flagging relevant opportunities or potential risks for the team.
- Research and summarize key global creative industry events, festivals, conferences, awards shows, and cultural moments, highlighting relevant opportunities for the agency.
- Coordinate event planning, including scheduling, representation logistics, and on-the-ground preparation for panels, press days, and industry gatherings.
- Lead pre-event outreach and post-event follow-ups, helping compile press recaps, media coverage, and shared highlights for internal and external audiences.
- Build and maintain a comprehensive calendar of relevant global awards, tracking key deadlines, criteria, and submission requirements across creative, design, strategy, brand, and innovation categories.
- Conduct research to identify awards that meaningfully elevate both INDUSTRY and client work, summarizing recommendations for the team.
- Support the development of award submissions by gathering case materials and organizing all required documentation.
- Draft, edit, and refine award narratives and supporting statements to ensure alignment with brand positioning and strategic storytelling.
- Manage submission logistics, including file organization, draft reviews, and tracking entry status through completion.

## Requirements

- 2+ years of experience in public relations, communications, or a related field. Agency experience preferred but not required.
- A degree in Communications, Public Relations, Marketing, Media Studies, or related field.
- Self-motivated, with the ability to prioritize, manage workload and meet project milestones.
- Organizational skills and the ability to effectively manage multiple conflicting priorities in a rapidly changing environment.
- Strong written and verbal communication skills and the ability to make both formal and informal presentations to groups of varying sizes.
- General knowledge of the PR, creative industry, with curiosity for strategy, media, culture, and design.
- Comfortable working independently and collaboratively within a creative team.
- Familiar with Microsoft Suite and Google Suite; open to learning new tools.