

Public Relations Manager

Presbyterian Healthcare
Charlotte, NC

Job Description:

Presbyterian Healthcare in Charlotte, NC is seeking a talented Public Relations Manager to guide, develop and manage the implementation of annual public and media relations plans and strategies to garner brand-building results. He or she will function as part of an integrated marketing and public relations team, providing leadership and direction to our PR/Marketing Specialists in their public and media relations efforts. The Public Relations Manager is particularly concerned with managing the image and reputation of the organization and supporting public relations priorities established by leadership through strategic planning. He or she actively builds relationships with local, regional and national media to seek recognition for excellence through positive publicity. He or she will lead issues management/crisis communications and be responsible for implementing media training for internal spokespeople as needed. The Public Relations Manager will also guide ongoing reporting of PR results to the organization. He or she will manage the PR budget and oversee PR vendor relationships. Knowledge of all channels including web and social media to support PR efforts is ideal. The Public Relations Manager reports to the Sr. Director of PR & Marketing.

Qualifications:

Candidates must have a bachelor's degree in journalism, mass communications, public relations or other appropriately related field. Prefer 7-10 years of relevant pr/media relations experience with healthcare experience required. Management/supervisory experience in leading teams is an asset. Candidates must have mastery of AP Style and demonstrate strong public speaking and professional writing skills along with the ability to clearly communicate complex topics and ideas. Must possess excellent interpersonal skills and problem-solving skills.

Applications:

Interested candidates should apply online at: www.presbyterian.org/careers beginning September 8. When you search the job database select "Presbyterian Hospital" as the location.

Organizational Background:

Presbyterian Healthcare is affiliated with Novant Health, a not-for-profit healthcare system caring for patients in North and South Carolina and Virginia. Presbyterian is made up of physician clinics and five hospitals: Presbyterian Hospital, Presbyterian Hospital Matthews, Presbyterian Hospital Huntersville, Presbyterian Orthopaedic Hospital and Presbyterian Hemby Children's Hospital. The hospital system is recognized as a leader in the diagnosis and treatment of cardiovascular, cancer, orthopaedic and women's health conditions. Presbyterian Hospitals achieved national nursing magnet status, a designation that only five percent of all hospitals nationwide have earned based on nursing care quality. Novant Health and Presbyterian have been named winners of the national Codman Award, presented by the Joint Commission on Accreditation of Healthcare Organizations, for excellence in improving the quality and safety of health care. Learn more about Presbyterian Healthcare on line at www.presbyterian.org * www.twitter.com/presbyhealth * www.facebook.com/presbyterianhealthcare.