



<https://premierpointmortgage.com/job/public-relations-manager/>

## Public Relations Manager

### Description

As the Public Relations Manager, you will be the face and voice of our brand to the public, media, and key stakeholders. Your role will be to craft compelling narratives, build media relationships, secure press coverage, and manage all internal and external communications. You'll lead proactive PR strategies that increase visibility, position our executives as thought leaders, and strengthen our brand reputation across all channels.

### Responsibilities

#### Strategic Communications

- Develop and execute a comprehensive PR strategy aligned with company goals
- Craft press releases, media kits, executive bios, talking points, and company statements
- Manage all public-facing communication including interviews, articles, and community announcements

#### Media Relations

- Cultivate strong relationships with journalists, bloggers, influencers, and local/national media
- Pitch story ideas and secure media coverage in print, digital, TV, and radio
- Monitor media coverage and analyze PR performance metrics

#### Reputation Management

- Lead crisis communications planning and response
- Monitor brand mentions and public sentiment across social and digital platforms
- Act as the point of contact for all incoming media inquiries

#### Internal Communication & Culture

- Collaborate with HR and leadership on internal announcements and employer branding
- Assist with crafting content for employee newsletters and internal campaigns
- Support community outreach and philanthropic efforts to enhance brand image

#### Events & Partnerships

- Assist in planning and promoting company events, workshops, and community engagement efforts
- Coordinate with industry organizations, nonprofits, and partners to increase

### Hiring organization

Premier Point Mortgage LLC

### Employment Type

Full-time, Part-time, Intern, Hybrid

### Industry

Finance

### Job Location

990 Raritan Rd., 07066, Clark, New Jersey

### Working Hours

Flexible Work Schedule

### Base Salary

\$ 21.00 - \$ 41.95

visibility

## Qualifications

- Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or related field preferred
- 1+ years of experience in public relations, preferably in finance, real estate, or professional services
- Proven track record of securing media placements and managing PR campaigns
- Strong writing and editing skills with a keen eye for messaging and tone
- Ability to manage multiple projects under tight deadlines
- Familiarity with PR tools and platforms (Cision, Muck Rack, Google Alerts, etc.)
- Professional, poised, and confident representing the company in public and media forums
- Strong understanding of social media and digital trends

## Job Benefits

Working as a Public Relations Manager at Premier Point Mortgage offers a dynamic and rewarding career path filled with growth and flexibility. You'll have the opportunity to explore various areas of the industry, from corporate communications to digital marketing and brand strategy, allowing you to expand your skill set and pursue specialized interests. This role is ideal for professionals who value both creativity and structure, as it blends strategic thinking with impactful storytelling.

You'll sharpen key professional skills, including communication, leadership, and crisis management, all while working on high-visibility campaigns that shape public perception. With a competitive compensation structure and the potential for six-figure earnings, this role offers not only strong financial incentives but also long-term job security in a field where demand remains high.

This position also provides the chance to lead with innovation, develop compelling campaigns, and receive recognition for your successes. Whether you're building media strategies or managing public-facing events, your work will be both personally fulfilling and professionally respected.