

# United States Jobs Expertini®

## Senior Media Relations Manager

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Company: Morgan McKinley

Location: United States

Category: other-general

Morgan McKinley are headhunting on behalf of a global Corporate & Investment Bank for a Senior Media Relations Manager to join their New York office. The Senior Media Relations Manager will be responsible for landing positive press coverage, and working closely with senior executives within the Bank. Key Responsibilities of the Senior Media Relations Manager: Execute external communications plan aligned with business strategy; Plan global media strategy for the bank; Assist in executing the strategic spokesperson strategy; Assist with global Investment Bank awards processes; Lead strategic media meetings with business spokespeople; Support monitoring, measurement, and evaluation of media activity; Monitor and evaluate media coverage; Assist with quarterly coverage reports for the business. Desired Background/Skillset of the Senior Media Relations Manager: 5-8 years PR experience, preferably in financial services; Established relationships with tier-one financial news outlets such as WSJ, Reuters & the Financial Times; Previous experience in financial services and understanding of technical subjects; Excellent knowledge of US media landscape; Experience in proactive and reactive (incl crisis comms) media relations in a fast-moving news environment; Experience in executing creative campaigns and press office activity. Salary: \$170,000 - \$200,000 + bonus/benefits. Office attendance required twice a week.

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