



Position Title: Public Relations Manager
Department: Marketing
Reports To: VP of Marketing
Exemption Status: Exempt
Location: Bridgewater, NJ
Date: 12/09

80-90 K

Summary:

Under the direction of the VP of Marketing, the Public Relations Manager is responsible for creating PR ideas and platforms that can generate awareness and recommendations from key influencers, including consumer and trade media outlets, bloggers, celebrities, and key leaders in the natural and organic products space.

Essential Functions:

- Create ideas and platforms that can be used to generate awareness and recommendations from key influencers, including consumer and trade media outlets, bloggers, celebrities, and key leaders in the natural and organic products space.
- Determine public relation efforts that would best tie to Applegate Farms Strategic focus for short and long term goals.
- Outline and recommend outreach efforts. Upon approval make connections with designated outlets. Track and determine results of PR efforts.
- Direct and manage an external PR agency to execute flawlessly and assist Applegate Farms generate consumer and influencer buzz at a disproportionately high level given modest budgets
- Work closely with other members of the marketing team to stay engaged on key pieces of product and promotional news and ensure that PR platforms and ideas are consistent with the brand's overall communication plan
- Outline outreach efforts in project management tool. Engage the broader Applegate Farms organization by keeping all employees abreast of what's happening in the world of PR
- Work with PR agency to set stretch goals and to measure and track the impact of various PR efforts on consumer impressions, brand awareness, and brand affinity.
- Work closely with Community/Industry Affairs Manager to amplify his/her impact.

Other Responsibilities Include:

- Perform other Public Relation functions as needed.

"Hands on" - own it,
8-5 - M-F + additional { events