
Evoke KYNE Job Role: Senior Media Specialist Philadelphia

Evoke KYNE is an award-winning communications agency that harnesses insight, experience and creativity to advance health and wellbeing around the world. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

We are currently seeking a Senior Media Specialist to join our growing team and to support earned media projects and programs as directed by the Senior Media Manager or Director, and other senior management on the team. This is an opportunity to support programming efforts for clients in the pharmaceutical space, using your communications training and experience to improve health and make a difference.

Based in Philadelphia, this is an exciting opportunity to join a fast-paced, growing global company. Currently the position is remote until further notice.

KEY RESPONSIBILITIES:

Client Partnership

- Assists in researching and developing portions of communications plans in cooperation with manager/account lead
- Assists manager/director with development of media POAs for accounts
- Demonstrates comfort with media outreach practices; serves as liaison between clients and the media (print, radio, broadcast and online)
- Begins to conduct media trainings with oversight
- Proactively pitches stories and manages all aspects of securing a placement (spokesperson coordination, etc.)
- Manages an ongoing editorial calendar to ensure consistency and efficiency of messaging
- Writes quality media materials (media alerts, pitch notes) with moderate input/oversight required from account team/ supervisor
- Leverages traditional listening tools to monitor disease category and/or brand conversations and report key insights along with media implications
- Understands the account goals and strategy, speaking confidently with clients when appropriate
- Demonstrates ability to manage and address challenges utilizing knowledge and creativity to do so effectively
- Is flexible and efficient at multi-tasking and successfully assesses priorities with minimal input from manager/director
- Proactively tracks on overall project timing to meet client expectations and ensure deadlines are met
- Establishes relationships with clients at appropriate levels

Business Development

- Contributes to new business process by conducting research, participating in brainstorming and supporting development of pitches/presentations
- Exhibits an eagerness to develop knowledge about the communications field, client space and health care industry
- Demonstrates ability to understand budgets and adhere to client and agency financial and administrative procedures.
- Demonstrates knowledge of web-based research tools, i.e., Cision, Quid
- Subscribes to journal TOCs and works with manager to flag anything pertinent

Leadership & Teamwork

- Fosters strong relationships by building trust and acting as a valuable resource; demonstrates teamwork across the account team
- Shows ability to manage individual projects and can serve as the main media contact to account team; knows when to ask for support/input from manager/director
- Demonstrates flexibility in working across teams, able to adapt to project needs, different team working styles, etc.
- Is approachable and open-minded to constructive feedback, requiring minimal guidance on tasks of increasing complexity
- Provides guidance and education to team members and junior staff
- Actively supports company values and an inclusive culture
- Demonstrates a sense of ownership and accountability for all projects

Effective Communication

- Possesses strong verbal and written communication skills both internally and externally, demonstrating the highest standards of performance in all communications
- Demonstrates strong attention to detail with minimal oversight required from supervisor, instills this quality in review of account deliverables
- Is solution-oriented, resolves questions and problems, and seeks counsel when appropriate
- Comes prepared to internal and external meetings and takes lead on discussing areas of responsibility

DESIRED EDUCATION & EXPERIENCE:

- Bachelor's Degree in Communications, Public Relations, Journalism, English, Marketing or a related field
- 2-5 years' communications experience; experience in media relations a must
- Knowledge of the pharmaceutical regulatory process and how it impacts communication with the media preferred
- Strong sense of team and high-performance standards
- Organizational skills with the ability to manage multiple projects on time
- Established contacts with reporters and has secured coverage/interviews for clients
- Strong working knowledge of web-based tools, such as Cision, Quid and Microsoft Office (Word, Excel and PowerPoint)
- Strong interpersonal skills with the ability to build cross functional relationships
- Innovative thinker and creative problem solver
- Shows an entrepreneurial spirit

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- Strong attention to detail
 - Possesses strong organizational and follow-up skills
 - Superb internal and external communication skills (verbal, written, listening)
 - Possesses strong time management skill, able to balance multiple priorities
 - Solid research skills
 - Passionate about improving lives through innovations in health

Evoke KYNE is an equal opportunity employer and does not discriminate against employees or qualified job applicants on the basis of actual or perceived race, religion, creed, color, sex, pregnancy, age, national origin, ancestry, ethnicity, citizenship, disability, genetic information, veteran status, marital status, familial status, sexual orientation, gender expression or identity status as a victim of domestic violence, stalking and sex offenses, or any other status protected by applicable federal, state or local law.