



Public Relations Specialist (Remote)

At Cultivate & Engage, we capture and share the untold stories of impact that shape brand perception and inspire action. A strategic communications firm, our work is deeply rooted in research and processes, and we are resolute in our efforts to provide thorough recommendations and services to the purpose- and mission-driven organizations we support.

Formerly known as Holdsworth Communications, we rebranded in 2023 to better reflect the significant work we do in *cultivating* relationships and *engaging* stakeholders. We also expanded our service sector from only working with those in education to also partnering with non-profits, government agencies, and socially-conscious companies.

This brand reset aligns with our work toward earning B Corp status. In 2022, we earned the Good for Michigan SDG All-Star Award for scoring the highest of any company in the state on an assessment of overall dedication to the United Nations' Sustainable Development Goals, fueling our shift to working with more changemakers around the world.

Our Mission

We challenge the status quo to strategically craft authentic brand stories for purpose-driven organizations seeking to drive engagement, increase awareness, and inspire action.

Our Vision

To be a global catalyst in cultivating meaningful and enduring connections through efficacious storytelling.

Our Brand Values

Candor

We do what's right, not what's easy. That means we help our clients do the same. We know living in discomfort is necessary to create real change, but clients will never have to wonder why we recommend what we do. Being candid provides clarity, and, to us, there's no better way to show we care than being honest with ourselves and our clients.

Curiosity

We want to know more. We are not afraid to respectfully ask questions or test different hypotheses and frameworks. We go deeper than the surface until we find the true stories, struggles, and surprises, to facilitate a custom solution.

Audaciousness

We have a daring willingness to challenge norms, push boundaries, and pursue ambitious goals head-on. We're gutsy, yet responsible, undaunted by obstacles we may need to tackle. Each project is distinct, original, and uniquely crafted because our clients deserve our best work.

Resourcefulness

We not only produce high-quality work that makes an impact, but we also complete our projects efficiently and effectively. We respect our clients' resources and will never make malaligned recommendations. This allows our clever and astute team to shine.

Tenacity

We persist in seeking value for our clients and we are purposeful in our daily work. Although not quite pertinacious, we are appropriately assertive, respecting each other and our clients. We do not give up; yet, when we are steadfast with our recommendations, we back them up with rationale.

Position Description

Cultivate & Engage is seeking a dynamic, results-oriented Public Relations Specialist on a contract basis. Our in-house expert in media relations, working with the Director of Communications Strategy, you will provide all-encompassing PR services to our clients from building media lists to executing strategies to continuous pitching to measuring results. You will also support our other team members when PR guidance is needed for their clients.

About You

The ideal candidate has a successful track record of media relations placements that align with pre-determined goals. You have worked in education, non-profit, and/or social impact and have experience proficiently handling communications during and after a crisis.

At a tactical level, you understand the power of a good story - you know what to look and listen for, understand how to cull the important details, and how to effectively harness them for the PR strategy you've created. You aren't afraid to measure against the benchmarks you've set for your strategies and are always thinking a few steps ahead because you have a nose for news and eyes on opportunities.

You have excellent written and verbal communication skills and a strong attention to detail. You thoroughly enjoy building relationships with clients, the media, and your colleagues, and you

stand ready to contribute to a culture that inspires both staff and clients with a sense of purpose, innovation, energy, productivity, accountability, collaboration, and professional growth.

In short, you are an outstanding PR practitioner who is excited to work with clients benevolent in what they do for people, the planet prosperity, peace, and partnerships (the five major themes of the 17 Sustainable Development Goals). You are yearning to share your talents with those who will not only appreciate them but who will leverage your hard work as a force of good in this world. If you would like to use your skills to make a difference, we want you on our team.

The Role Details

The selected candidate will:

- Serve as Cultivate & Engage's resident expert in PR and media relations.
- Handle public and media relations outreach and reactive activities for Cultivate and Engage's PR clients including press strategies, developing media lists, writing, pitching, interview preparation, crisis communications, and clippings reports.
- Proactively collaborate with Cultivate & Engage's Director of Communications Strategy and Senior Marketing Strategist to ensure alignment with strategic brand initiatives.
- Write one to four blog posts per month aligning with your expertise as it relates to trends, the needs of current and potential clients, and/or the industries/sectors we work in.
- Act as a visionary media relations and PR advisor to both clients and our internal team.
- Media train clients as needed.
- Oversee the strategy and execution of communications support during and after crises and/or incidents. This could include media management, stakeholder letter writing, statements, social media posts, media monitoring, etc.
- Attend weekly or bi-weekly client meetings.
- Prepare and distribute weekly, monthly, and end-of-project client reports.

Skills and Abilities

- You're extremely resourceful and curious, with a can-do attitude - you're excited to thrive in our entrepreneurial, fast-paced environment.
- Working calmly under pressure and meeting tight deadlines is no problem for you.
- You can take direction well, but can also work proactively and autonomously.
- With proven cross-cultural competency skills, you demonstrate awareness of and respect for others. We work with clients around the world, so respect, patience, and a willingness to listen and learn are key attributes.
- Your written and verbal communication skills are exceptional, and you are masterful at tapping into the unique voices of our clients.
- You can articulate your ideas clearly, and can confidently and succinctly present your recommendations.
- Handling multiple assignments simultaneously, you make effective use of time and meet all deadlines with time to spare.
- You are receptive to constructive feedback and lean into our three-check system.

- You align with our brand values, staying true to our mission and vision.
- You are a team player, recognizing we value the input and expertise of everyone who works for and with Cultivate & Engage. Although we might not always see eye-to-eye, we respect each others' points of view because we recognize diversity in thoughts and actions only makes us stronger.
- You have a passion for elevating the brand awareness and perception of people and organizations striving to make a difference in this world.

Requirements

Other than what's already listed:

- Bachelor's degree in communications, PR, or journalism.
- APR and/or master's degree in strategic communications or PR preferred.
- Minimum of five years of progressive experience in media relations/PR.
- Expertise in building, implementing, executing, and evaluating PR plans.
- Proactive media relations accomplishments with at least one crisis managed from a communications perspective.
- Proven PR success in at least one (preferably two or more) of the following work environments:
 - Higher education
 - Independent schools
 - Public school districts
 - Social impact or socially-conscious companies
 - Non-profits
 - Government
 - Healthcare
 - PR or marketing agency
 - Other mission- or purpose-driven organization

Special Notes

- Full-time employees can flex their start and end times for a total of 40 hours/week (pending approval from the VP of Strategy & Operations), but we all must have some overlap with one another during the standard workday with relatively consistent schedules.
- Although we try to match team members and accounts to specific time zones, you may occasionally need to attend meetings outside of your regular working hours depending on where in the world our clients are calling in from.
- Travel is not required; however, if client on-site research and/or support is needed, we will address the situation when it arises.
- We may fill more than one of these contract positions depending on client needs.

Work Perks

- Work remotely from anywhere in the world. We moved out of our office in December 2023, so our company is now completely online, giving you flexibility with your hours and location.
- Access to premium online training and educational programs to level up your skills and expertise.
- We walk the walk and talk the talk - all employees and contractors help us make decisions on how we give back to our communities.
- By supporting organizations poised to change the world, you will get to work with difference-makers on a daily basis. Does it get much more inspirational than that?
- Contractors can still work with other non-competing clients - we'll come up with an appropriate schedule and workload that is mutually beneficial.
- Full-time employees get two paid hours per month to volunteer for pro bono projects and/or community service projects that light you up.
- Full-time employees also receive all 11 federal holidays off and a generous PTO and benefits package.

Pay

The expected salary range for this position is as follows (although subject to change):

- Contractor: \$1,000 - \$2,500/month for 10 - 30 hours/month

Exact pay will be based on factors including but not limited to a candidate's experience and skills, market demands, and organizational needs.

Application Instructions

As an inclusive company, our policy is to provide equal opportunities to all qualified persons, and to recruit, hire, train, promote, and compensate persons in all roles without regard to race, color, religion, sex, national origin, disability, or sexual orientation.

If you'd like to join our team, please send your resume, a note or short video outlining why you want to work with us and why you are the person for this role, and samples of your work as it relates to this role or a link to your online portfolio/personal website to hello@cultivateengage.com. In the subject line, please include the title of the role.

Please allow us up to 10 business days to review all materials. Thank you for your interest!