



## **PUBLIC RELATION & MARKETING ASSISTANT**

### **Job Description**

#### **POSTION OVERVIEW**

This position requires a high-energy, self-directed, detail-oriented, great communicator and very friendly, people-person individual to assist with the following:

- **Procure Exposure Opportunities** – Assist in securing speaking opportunities and interviews as well as online/digital media appearances, radio and print media coverage.
- **Brand Awareness Media Pitching** – Generate press coverage surrounding Octavia Conner and Say Yes To Profits (including SYTP upcoming events)
- **Community Relations** – Creating a specific campaign to engage local community decision makers, organizations, influencers, tastemakers and business enthusiast.
- **Thought Leadership Positioning** – Position Say Yes To Profits CEO Octavia Conner as a financial management and accounting industry leader and influencer.
- **Business Event Assistance** – Assist in managing attendees and media coverage of Say Yes To Profits events

#### **CORE FUNCTIONS:**

To consistently have Octavia Conner of Say Yes To Profits generate exposure by being mentioned and appearing in media outlets world-wide and very heavy in Atlanta, GA.

#### **DETAIL OF CORE FUNCTIONS:**

Research local journalists, television shows, news outlets, radio stations, small business events and conferences to find those that are discussing or in need of an



accounting and financial management expert for small business owners. Submit media pitch to have Octavia Conner appear on their platform. Research competitors and create press releases and generate awareness to differentiate Octavia Conner and Say Yes To Profits.

**QUALIFICAITONS:**

Possess engaging "conversational" writing skills with a professional posture. The successful candidate must be computer and Internet savvy, with considerable experience in the different social media outlets available for businesses. A degree in public relations, marketing communication is preferred with 1 year of experience in marketing. Strong written communication skills with an emphasis on grammar/spelling excellence. Must possess a solid understanding of marketing and public relations for small businesses.

**HOW TO APPLY:**

Interested in this position? Email Say Yes To Profits at Success @ Say Yes To Profits.com. Include the position you are applying for, a resume and 3 previous employment references. References should be people or businesses you have provided the same or similar responsibility to as the position you are applying for.

**SUBMIT THE REQUIRE DOCUEMENTS IN 1(ONE) EMAIL  
TO SUCCESS@SAYYESTOPROFITS.COM WITH THE  
SUBJECT LINE  
"APPLYING FOR (NAME POSITION)**

**ADDITIONAL PHONE CALLS AND EMAILS WILL  
DISQUALIFY YOUR APPLICATION**