

## Public Relations Lead

*Gould Evans is seeking a PR Lead to coordinate external communications across our five studios. The position may operate out of our San Francisco or Kansas City studio. The selected candidate will report to the Business Development Director and collaborate with principals and associates throughout the firm to communicate our firm's identity and tell our most compelling stories across multiple channels. This is an exciting opportunity for a creative writer and storyteller who relishes collaborating with designers to demonstrate the power of design. We're looking for an idea generator who's highly-collaborative, detail-oriented and relentlessly curious about the future of communications.*

*Gould Evans believes that design enriches life and elevates the human spirit. We continue to rigorously reimagine our practice focusing our work on people and place, innovations and outcomes. We strive to exceed client expectations, integrate symbiotically with the earth and the environment, and promote discovery and diversity. To learn more, visit [www.gouldevans.com](http://www.gouldevans.com).*

Responsibilities of the position include:

- Writing and communicating compelling project stories across multiple channels, including web site, blog, social media, newsletters, press releases award submissions, and special publications;
- Promoting a brand refresh, including strategy and development of a communications plan;
- Executing public relations campaigns, including developing media relationships, writing press releases, pitching story ideas, coordinating materials for publication and assisting with execution of local events;
- Storytelling across Gould Evans social media accounts (Instagram Facebook, Twitter, LinkedIn, Vimeo), including developing content, fostering and managing employee participation and connecting posts to trending topics;
- Managing the Gould Evans blog, including generating story ideas, engaging contributors, maintaining an editorial calendar, editing, posting and leveraging content via social media;
- Creating email newsletters, including writing copy, collaborating with graphic designers and maintaining contact list;
- Managing photography and video projects;
- Responding to inbound media requests;
- Assisting with web site updates.

This is a full-time position which includes generous benefits such as vacation time, sick time, medical, dental, vision, life and disability insurance as well as participation in a 401(k) and employee stock ownership plans.

We are seeking candidates with:

- Demonstrated storytelling ability;
- Passion for architecture and design;
- Curious nature and interest in what's on the forefront of communications;
- Outgoing, collaborative personality;
- Clear, dynamic writing style, high visual acuity and keen eye for detail;
- Strong organizational skills and ability to self-manage;
- Social media management experience;
- Experience working with senior leadership, media and other creative disciplines (designers, photographers);
- Familiarity with Adobe Creative Suite;
- Ability to travel;
- Minimum 3-7 years professional experience in PR, journalism or content marketing, additional experience highly desirable.

If this sounds like you, please submit a **resume, cover letter and a writing sample** to [HR@gouldevans.com](mailto:HR@gouldevans.com). Please, no calls about this position. EOE/AA/Veterans/Disabled