



## **Public Relations and Public Service Director**

This position is responsible for conceiving of and directing all publicity, reputation management, search engine optimization, social networking strategies, and media coverage related to public perception of our brand and founding personalities. Further, this position involves the coordination of our charitable public service organizations, initiatives and projects.

### Basic Duties:

- Manage the entire digital footprint of our company, brands, and (to some extent) our founding individuals
- Conceive and launch publicity activities designed to build the brand, and coordinate their coverage and amplification throughout the marketplace
- Coordinate the activities of our journalists and social networkers to maximize the company message online
- Interact with and guide search engine optimizers to maximize our search results
- Initiate public service activities for both our employees and sales force in the field, and coordinate the activities that they conceive in their various locales
- Manage our 501 (c) 3 charity (All Grace Outreach) and oversee donation recipients
- Apply creativity and initiative to all of the above, staying abreast of media changes and trends, keeping us current across all platforms old and new

### Skill Requirements:

- At least 5 years experience in publicity and/or reputation management
- At least 5 years experience supervising support staff
- Some amount of search engine optimization familiarity
- Intricate experience with social networking
- The ability to write professionally
- Must be an avid learner, reader, and self-improvement enthusiast
- Be able to define what needs to be done and do it, without any handholding or babying
- Able to skillfully work with multiple departments and staff
- Take everything seriously except yourself

### Position:

This is a full time position in Cary, North Carolina, with competitive benefits. The salary for this position is determined based on candidate's previous work experience, current technical abilities, market salary information, and overall ability to amaze us.

Next Steps:

If you are seeking an opportunity to join a winning team, work in a fast-growing company (double-digit annual percentage growth in revenue at the time of this posting), and develop your career, and also be meaningfully involved in charitable work, then LIFE Leadership may be the place for you.

We have the exciting work environment of a start-up, with the longevity of founding entrepreneurs who have over two decades in successful business enterprises. We are looking for someone who is the most interested in being challenged, making a huge contribution, and having a career that really matters in the lives of other people (our customers). We want work at our company to be so engrossing that you hardly realize it's a job.

Additionally, we offer competitive salaries, year-end performance bonuses, a comprehensive benefits package, casual dress code, free drinks provided all day every day, and free gym memberships, among other perks. Our corporate culture stresses integrity, respect, trust, responsibility, having fun, and making a social contribution to society (through our charitable outreaches).

To Apply:

E-mail your questions or submit a resume to Jacqueline Tilma  
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