



PR TEAM LEAD

The Public Relations (PR) Team Lead is responsible for shaping and sharing the voice of Ad 2 Orlando through strategic media relations, communications, and storytelling efforts.

The ideal candidate is a strong writer, strategic thinker, and natural communicator who is passionate about connecting audiences with the mission of Ad 2 Orlando. They are proactive in identifying opportunities for exposure and are comfortable managing external communications to ensure consistency and clarity of messaging. This person knows how to build relationships—with the media, community partners, and internal teams.

Reports to: Communications Director

Requirements

- Excellent written and verbal communication skills
- Experience with press release writing and media outreach
- Strong organizational and project management skills
- Familiarity with AP style and journalism standards
- Ability to work independently and collaboratively
- Passion for storytelling and community engagement

Responsibilities

- Write and distribute press releases, media advisories, and pitches for Ad 2 or Public Service client
- Build and maintain relationships with local media contacts
- Collaborate with the Communications and Social Media teams to ensure alignment across platforms
- Monitor media coverage to assess campaign reach and effectiveness
- Represent Ad 2 Orlando at community events and networking opportunities