

US Media Relations Specialist job description

Job title:

US Media Relations Specialist (part-time/freelance)

The company:

Fathom is a leading consultancy specialising in the global economy, geopolitics and financial markets. We address complex global issues as part of data-driven research projects for government and private-sector clients.

Our independent research is founded on accurate data and expert analysis. We produce intelligent insights that are credible, topical and newsworthy, and highly valued by media outlets.

In the US, the majority of our clients are in government. The company is headquartered in London, with members of the team visiting the US frequently, specifically Washington DC.

To find out more, please visit our website: www.fathom-consulting.com.

Job description:

Fathom's US Media Relations Specialist is responsible for shaping and delivering our research to relevant US-based media outlets and press contacts.

The role involves developing and executing PR strategies, establishing and nurturing media relationships, adding contacts to our mailing lists, pitching stories, and arranging interviews with members of our team. Additionally, tracking the effectiveness of campaigns, with the ultimate aim being to strengthen Fathom's media connections and enhance the company's visibility in the US press.

The company's US client base is mostly government. It's the US Media Relations Specialist's role to link Fathom's research with US press contacts focused on economics, foreign policy and international affairs.

The role is 1-2 days per week, it can be part-time or on a freelance basis. The candidate will work remotely, and the hours can be flexible.

Duties will include:

- **Media relations:** cultivate and maintain relationships with US journalists, focusing on those covering US foreign policy, international economics, and financial markets
- **PR strategy:** develop and implement media strategies that align with Fathom's research and objectives, ensuring consistent and effective communication of our insights
- **Press outreach:** identify opportunities for media coverage, pitch stories, and arrange interviews with Fathom's analysts and experts
- **Content creation:** collaborate with our team to generate compelling, newsworthy content that resonates with US media audiences

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- Campaign tracking: monitor and report on the success of media campaigns, using insights to refine and improve future efforts
- CRM management: up-to-date records of media contacts and interactions in our CRM system, ensuring effective communication and follow-up maintain
- Internal collaboration: generate informative content internally to inform staff about relevant news articles, key topics, and significant global events

The candidate:

We're seeking an enthusiastic and experienced US-based PR professional to connect our research with media outlets. The ideal candidate will have a solid understanding of the US media landscape, experience in building relationships with journalists, and the ability to turn insights into impactful press coverage.

Pre-existing US media contacts would be highly beneficial; specifically press focused on global affairs, foreign and domestic policies, and financial markets.

An undergraduate degree is not required, nor is a background in economics or finance, but would be beneficial. Experience in journalism, media or PR, and a keen interest in topical global issues is essential.

Skills will include:

- Proven experience in public relations, with an understanding of US media landscape
- Established US media contacts within relevant industries and a strong track record of securing press coverage
- Excellent written and communication skills, with the ability to craft compelling content for suitable media outlets
- Keen interest in global issues, with the ability to simplify complex topics into newsworthy stories
- Strong organisational skills, with the ability to work independently and manage multiple projects and deadlines
- Proactive in staying informed about wider business operations and keeping colleagues updated

Contract type:

Permanent, from September 2024, start date TBD

Location:

Remote working

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Deadline for applications:

30 September 2024

Virtual/in-person interviews will be held in October 2024

Please apply by sending us a CV and covering letter via the Fathom Consulting website:

www.fathom-consulting.com/working-at-fathom



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