



## Media Relations Lead

### Company Description

C.O.nxt is a 100% employee-owned communications agency full of farm kids and foodies coming together to create fresh and unexpected solutions driven by deep insight and strategy. We serve purpose-driven brands who stand out in the ag and food industries—from the seed in the ground to the steak on the plate—because that’s what we’re passionate about. Full service. Full hearts. For the love of food.

### Position Description

**Media Relations Lead** will be responsible for media outreach and relationship building, as well as identifying opportunities for both our clients and agency. Along with strategic planning, tactical implementation will be part of your day, Our **Media Relations Lead** will understand how to pitch a variety of content to media outlets on topics spanning the food system, identify creative ways to engage target audiences and build programs that align with client and agency goals.

### What Makes This a Great Opportunity?

- You will be part of a mission-focused team-based agency that is a strategic marketing and communications consultant for leading brands spanning food and agriculture
- Culture of positive core values – Caring, Courageous and Committed – used to guide interaction with clients and each other
- Continuous learning environment valuing ideas, collaboration and results
- Casual, friendly work environment with flexible work options
- Dogs every day—employees can bring their dogs to work any day of the week

### Essential Duties and Responsibilities

- Seeks out and identifies opportunities to elevate client brand and initiatives, including but not limited to event participation/creation, speaking engagements, media partnerships, influencer relations and sponsored content.
- Establishes agency best practices for media relations as a discipline – story pitch development, media outreach, media list management, message training, process, etc.
- Collaborates across agency disciplines to develop and implement strategic content.
- Drafts messaging for press releases, pitches, social media accounts, media statements, events and other PR-related opportunities. Ability to draft long-form/feature articles.
- Protects and promotes our C.O.nxt image, helping spot new channels for reaching prospects and ways to create awareness, interest and engagement.
- Fosters relationships across traditional and online media channels, with both editor and sales rep contacts to help identify new opportunities and partnerships.
- Craft and execute pitching strategies within the consumer sphere.

### Basic Qualifications

- 5 years’ experience working in a media relations role or holistic public relations.
- Previous experience in consumer and social media, as well as and influencer marketing.
- Must possess excellent oral, written and interpersonal communication skills with strong writing and editorial abilities.
- Bachelor’s Degree in Communications, Journalism, Public Relations or related field.
- Experience in Cision and list management systems.
- Established relationships across the food system a plus!

515 W. NORTH SHORE DRIVE HARTLAND, WI 53029

**P:** 262.563.5100 **F:** 262.421.5510