



VECRA is seeking a Full-Time Public Relations Manager/Public Information Officer

VECRA, Inc. has a requirement for a Public Relations Manager/Public Information Officer with 2+ Years' experience. The VECRA Public Relations Manager/Public Information Officer Professional will join our Suffolk, New York headquarters to carry out the day-to-day tasks in support of our and Federal government, Public and Commercial clients.

COMPANY DESCRIPTION

VECRA, Inc. is a service-disabled veteran-owned small business (SDVOSB), woman-owned small business (WOSB), minority business enterprise (MBE) consulting firm implementing proven methodologies that help our clients drive growth, transform businesses, and innovate breakthrough ideas. VECRA's extensive experience with innovative software applications, reporting systems, facilities and supply chain management, program management and staffing support services are always: **Vigilant * Efficient * Collaborative * Responsive * Accurate**

JOB SUMMARY

Plan and direct public relations programs designed to create and maintain a favorable public image for employer or client; or if engaged in fundraising, plan, and direct activities to solicit and maintain funds for special projects and non-profit organizations. Establish and maintain effective working relationships with government officials and media representatives and use these relationships to develop new business opportunities. Write interesting and effective press releases, prepare information for media kits, and develop and maintain company internet or intranet web pages. Develop and maintain the company's corporate image and identity, which includes the use of logos and signage. Respond to requests for information about employers' activities or status. Draft speeches for government officials and arrange interviews and other forms of contact for them. Evaluate advertising and promotion programs for compatibility with



public relations efforts.

ROLES and RESPONSIBILITIES

- Develop PR campaigns and media relations strategies
- Collaborate with internal teams (e.g., marketing) and maintain open communication with senior management
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Prepare and distribute press releases
- Organize PR events (e.g., open days, press conferences) and serve as the company's spokesperson
- Seek opportunities for partnerships, sponsorships, and advertising
- Address inquiries from the media and other parties
- Track media coverage and follow industry trends
- Prepare and submit PR reports
- Manage PR issues

QUALIFICATIONS and REQUIRED SKILLS:

- Good time management skills.
- Familiarity or prior experience with government contracting.
- Proficient in Microsoft Office Suite, Internet navigation, SharePoint navigation and Windows.
- Good computer troubleshooting ability.
- Excellent communication skills both verbal and written.
- Works well independently and is a team player.
- Good planner and proficient in time management.
- Excellent multi-tasker and organizer in a fast-paced environment.

EDUCATION

- GED or High School Diploma plus experience may be substituted

OTHER

- **Shift:** First – Day
- **Work Hours:** 9:00am – 5:30pm
- **Schedule:** Monday – Friday
- **Onsite Location:** USA\ Suffolk, NY



- **Req Type:** Full-Time

COVID-19 PRECAUTIONARY MEASURES

All employees (inc. volunteers, temps, consultants, and students with an in-office presence) are required to inform Human Resources of their vaccination status. If vaccinated, employees must submit proof of their vaccination status to Human Resources. OAG offices have returned to a “masks welcome” policy, based on changes in public health guidance. Employees will still be required to wear a mask if they have a recent COVID-19 exposure. Employees that work in OAG offices located on NYS hospital grounds or within space leased by a NYS hospital must continue to follow any mask policies at that location.

BENEFITS

We offer a competitive benefits package for full-time employees to include paid holidays, paid time off, medical and dental.

VECRA, Inc. is an equal opportunity and affirmative action employer. VECRA is committed to administering all employment and personnel actions on the basis of merit and free of discrimination based on race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability.

VECRA maintains a drug-free workplace and performs pre-employment substance abuse testing and background checks, where permitted by law.

Email resumes to info@vecrainc.com with **Subject Line:** Public Relations Manager/Public Information Officer