

# RUHM

LUXURY MARKETING

## PUBLIC RELATIONS DIRECTOR

For Hire | December 30, 2014

## TO APPLY

Submit your portfolio / cover letter to [Jobs@Ruhm.com](mailto:Jobs@Ruhm.com)

### THE PERFECT APPLICANT

You're a master of public image. You draw energy from meeting new people. And, despite the fact it's your job, these people actually like you. You're an outgoing, organized, strategic, multi-tasking, networking beast who is loyal to sell, represent, and develop the company you love.

Because of the plethora of media contacts in your black book, you're fluent in journalist – knowing what, why, and how they, and their readers, want their news. You're a master in the art of press releases and have the editing chops to create headlines you can't help but read. WSJ, New York Times, ABC News? Yea, you know people there too.

While it can be said working for a diverse portfolio of companies keeps you on your toes, you dream about channeling all your PR mojo into one sparkling company. With all of the industry know-how and how-to you possess, the thought of leading the charge in making an emerging marketing agency famous makes your heart beat a little faster. Jet-setting, headlines, and handshakes have never sounded so good.

### WHO WE ARE

A hybrid of real estate know-why and marketing know-how, RUHM (German for "glory / fame") is a full-service luxury marketing agency of career artists, real estate consultants, and degreed marketers from various industries who travel the globe producing, packaging, and promoting the world's finest luxury properties and possessions.

### THE JOB

- 50% Develop and nurture media relationships
- 20% Write, edit, and promote articles / releases
- 20% Secure media / press placements
- 10% Collaborate on internet marketing strategies

#### Compensation

Competitive salary commensurate with experience  
Health benefits / life insurance / 401K option

#### Hours

Full time (approx. 40 hrs / week)  
Work completed at Irvine office  
10-20 % Travel (domestic and international)

### THE REQUIREMENTS

- 5+ years professional PR experience
- A highly developed, targeted list of media contacts
- Agency background a plus

#### Skills

Excellent written and verbal communication skills  
Passionate fact-finder with well-honed interviewing skills

#### Traits

High-energy, goal-oriented networker  
Self-managing and efficient  
Impeccable professional image  
High values / ethics