

## Public Relations Specialist

<b>Job ID:</b>	6023830	<b>Posted:</b>	September 25, 2009
<b>Position Title:</b>	Public Relations Specialist	<b>Job Type:</b>	Full-Time
<b>Company Name:</b>	1-800-DENTIST®	<b>Job Duration:</b>	Indefinite
<b>Industry:</b>	Health/Medical	<b>Min Education:</b>	BA/BS/Undergraduate
<b>Job Function:</b>	Marketing	<b>Min Experience:</b>	1-2 Years
<b>Entry Level:</b>	No	<b>Required Travel:</b>	10-25%
<b>Organizational Setting:</b>	Corporation	<b>Salary:</b>	\$35,000.00 - \$45,000.00 (Yearly Salary)
<b>Location(s):</b>	Los Angeles, California, 90045, United States		



**Company:** 1-800-DENTIST®

[view full company profile](#)

### APPLY FOR THIS JOB

**Email Address:** [MarketingJobs@futuresdentics.com](mailto:MarketingJobs@futuresdentics.com)

### Job Description

**Public Relations Specialist** needed for **1-800-DENTIST®**

### About 1-800-DENTIST®

1-800-DENTIST® is a pioneer in dental advertising to consumers. The nationally recognized brand is known for innovatively matching consumers looking for a dentist with screened quality dentists across the country. Thousands of dentists rely on us as a source for new patients. Through media such as Television, Web, Yellow Pages, Radio and Billboards, we promote the importance of regular dental office visits. In response, millions of consumers contact us each year to find a dentist. This value proposition is unique in the advertising world. Please visit [www.1800dentist.com](http://www.1800dentist.com) for more information.

We employ approximately 250 employees who work hard and understand the value of having a fun, relaxed, yet professional working environment. We are a fast-paced, dynamic in-house creative team where innovative ideas are encouraged. Our company is consistently ranked in BrandWeek's "Top 2000 Brands." We are located in a prime location near the 405 and LAX. We set high standards for ourselves and we expect nothing less from our teammates. You'll work hard but you'll have fun doing it.

1-800-DENTIST® is seeking a **Public Relations Specialist** to help create and implement programs designed to expand on and improve the company's public image, both B2C and B2B. This person will be responsible for developing and maintaining relationships between the media and the organization and for building and maintaining a media database, as well as preparing summaries of media activity for senior management, employees and officers, and maintaining PR

calendars and clip binders. The ideal candidate will be positive, outgoing, organized and excellent at multi-tasking.

**Job duties include (but are not limited to):**

- Help develop ongoing publicity plan
- Pitch articles and maintain editorial calendar
- Maintain speaker package and pitch CEO Fred Joyal as a speaker
- Maintain calendar of publicity efforts and news releases
- Find newsworthy information to write about and write news releases
  
- Manage editorial contact list and keep current/build relationships with editors
- Update media kit (fact sheet, backgrounder, expert lists, etc.)
  
- Strategic partner relations – updating PowerPoint slides, quarterly calls, gifts for birthdays, etc.
  
- Review trade magazines and websites and distribute relevant articles to MK/officers/management team and maintain clip binder
- Monthly management update on PR efforts
  
- Review competitor's websites and maintain competitive analysis folder
  
- Research and maintain dental stats & figures folder as necessary
- Some traveling is required for dental industry tradeshow

**Benefits:**

- Paid time off and generous holiday schedule
- Medical, dental and vision benefits
- 100% Company-sponsored life and long-term disability insurance
- Flexible spending plan
- 401k plan

**Conveniences:**

- Free parking
- Dry cleaning pick up
- In-house masseur
- Abundant shopping and eating choices
- Casual and friendly atmosphere

We're also dedicated to supporting your professional growth with training and continuing education. And you can wear jeans!

Candidates should email their COMPLETE RESUME, SALARY HISTORY and SALARY REQUIREMENTS to [MarketingJobs@futuredontics.com](mailto:MarketingJobs@futuredontics.com):

Include "**Public Relations Specialist**" in the subject heading of your email. NO CALLS PLEASE. All qualified candidates will be subject to a background check. Only candidates being considered will be contacted.

### Job Requirements

- Must have at least 2 years of public relations experience
- BA or BS degree in related field required
- Must be detail-oriented and thorough
- Must have excellent communication skills
- Assertive, tactful, energetic, self-disciplined and positive
- Excellent organizational and time-management skills
- Ability to prioritize and work well under pressure
- Ability to work independently with minimal supervision
- Copywriting skills a plus