

# **Karma Media Labs - Digital Publicist & Blogger Relations**

## **Job Description**

KARMA Media Labs has an immediate opening for an experienced digital media relations specialist with strong blogger outreach expertise to join our growing agency. The position provides a fantastic opportunity for a passionate Digital PR practitioner to grow and work closely with multi-disciplinary teams and clients in entertainment, lifestyle, non-profit and brands. Candidate will work in a challenging yet rewarding environment with a collaborative team to proactively get audiences engaged with our clients within various digital and social media channels.

Candidate must have previous business digital publicity and outreach experience with both mainstream and niche blogs (JustJared.com, Cinematical, etc.) with knowledge of Social Media and viral tactics. The individual in this role will liaise with company management, publicity team, social strategists and account managers in all campaigns and new business proposals and pitches. Preferred location Los Angeles. Position is freelance with potential to become full time.

## **Responsibilities**

- \* Identify, cultivate and maintain high-level day-to-day relationships with bloggers, industry experts and influencers.
- \* Lead blogger relations program, working in tandem with publicity and social media teams, to pitch and motivate bloggers and site editors to feature clients through content, news, photos, videos, exclusives, promotions etc.
- \* Lead strategies for creative pitch angles including identifying appropriate segments, influencers, targets and messaging
- \* Oversight of blog and partner hosted promotions, contests and giveaways
- \* Help develop new processes that streamline online outreach and measurement of impact.
- \* Participate actively in client account strategy sessions to ensure strategic alignment with client business objectives.

## **Requirements**

- \* Has active relationships with bloggers and influencers in areas such as entertainment, fashion, gaming, music, and other brand associated sites.
- \* Must have experience cultivating relationships with bloggers on the basis of trust, integrity and accessibility.
- \* Passion for new technology. Ability to communicate that enthusiasm consistent with the norms prevailing on the Social Web (transparency, authenticity and dialogue).
- \* Strong understanding of communities, monitoring, social networking, viral marketing and online community relations.

- \* Background in digital communications, social media marketing, and blogger outreach
- \* Effective at multi-tasking in an extremely fast-paced environment.
- \* Ability to work in a fast paced and creative environment and take proactive initiatives, both independently and as part of a team.
- \* Bachelor's degree

Applicants should include examples of blog placements or features secured.

KARMA Media Labs was recently named by iMedia as one of the Social Media Agencies to Watch. We are a young and innovative team of 20 professionals who specialize in finding our clients' audiences online — getting them to engage, sparking conversation and generating word of mouth through Social Media Marketing tactics.

For more information about KARMA Media Labs, please visit our web site at <http://karmamedialabs.com>