

**PRECO Electronics**  
**Communications and Public Relations Associate**  
**Boise, ID**

**Overview:**

The ideal candidate will be an exceptional writer and copy editor, creative problem solver, organized, and a self-starter with the knowledge and energy to support projects from plan development through execution. And, have time left over to have fun with the rest of our dedicated team.

**Primary Responsibilities:**

- Support the planning, development and execution of public relations activities in accordance to PRECO's objectives. This includes working directly with press, trades, event coordinators, etc. to pitch PRECO stories and speaking engagements
- Write press releases, pitches, and talking points
- Create an internal communications calendar for editorial and presentation opportunities, working closely with sales and marketing on future eBook and blog topics and scheduling
- Research speaking/presentation opportunities and create/submit abstracts on an ongoing basis
- Manage internal presentations to ensure brand and message consistency at all times, as well as work with the team as necessary to create and update existing presentations
- Emphasize overall internal and external communications with a focus on increasing global brand awareness
- Assist with content development and creation of quarterly newsletters, blogs and other projects as necessary
- Ensure brand consistency across all content and communications
- Participate in brainstorming, implementing, monitoring and evaluating marketing strategy to support objectives and maximize positive brand exposure to all verticals
- Support implementation of product strategy as necessary

**Other Characteristics:**

- Write compelling copy quickly and possess strong copy editing skills
- Be comfortable being in a corporate spokesperson role, with an enthusiastic personality, and desire to build and nurture relationships
- Research and understand technical information and distill it to clear and understandable content for a layman
- Offer creative solutions and think out of the box
- Work in a high-paced environment and manage multiple projects concurrently

**Education/Experience:**

- Bachelor's degree in Public Relations, Journalism, Communications or related field required
- At least two years hands-on related work experience
- Experience in a technical/engineering setting a plus, but not required
- Excellent interpersonal and communication skills and work well as a team

Please visit [www.preco.com](http://www.preco.com) for more company and product information.