



Public Relations Manager

Posted by Charton Hobbs Inc

Posting Date : 02-Jan-2026

Closing Date : 01-Jul-2026

Location : Verdun

Salary : \$52.40 Per Hour

Job Requirements

- **Education:** College/CEGEP
- **Language:** French
- **Years of Experience:** 5 years
- **Vacancy:** 1
- **Job Type:** Full Time
- **Job ID:** DISJ4710041

Job Description:

Position Summary

The Public Relations Manager is responsible for planning, developing, and directing communication, marketing, and public relations strategies to enhance the organization's public image and market presence. This role leads promotional campaigns, manages media and client communications, supervises staff, and ensures alignment between branding, advertising, and business objectives.

Key Responsibilities

- Develop and implement comprehensive public relations and communication strategies
- Analyze market research and commercial data to support business planning and decision-making
- Conduct economic and market surveys to identify new opportunities and target markets
- Direct marketing and advertising strategies to promote products and services
- Plan and oversee the production of educational, promotional, and informational materials
- Review and approve reports, briefs, presentations, speeches, and press releases
- Organize and coordinate publicity events, workshops, and promotional campaigns
- Advise clients on advertising, branding, and sales promotion strategies
- Manage contracts, vendor relationships, and service agreements
- Plan, control, and monitor departmental budgets and expenditures
- Hire, train, supervise, motivate, and evaluate staff
- Direct and assess departments responsible for publicity, events, and advertising
- Maintain and manage digital marketing and client databases

- Provide post-sale consultation and ongoing client support
- Ensure compliance with corporate branding and communication standards

How to apply

ptrivedi@chgroup.ca

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