

Public Relations Manager – Capital Strategies

PeopleSoft Job Code / Title: 7060 / B&C Manager
Department / Subdepartment: Brand & Communications / Public Relations
Organizational Relationship: Reports to Level 6 or above
FLSA Status: Exempt
UCM Level: Level 5
Last Updated: October 7, 2026

Department / Subdepartment Overview

The Brand & Communications department functions to align the firm's internal and external communications to be consistent with the firm's brand and principles.

Role Overview

The Public Relations Manager – Capital Strategies is a key member of Latham's US PR team, supporting the firm's market-leading Capital Strategies group, which encompasses our market-leading practices in private credit, banking and finance, capital markets, hybrid capital, liability management, and restructuring. This manager serves as a dynamic, highly motivated advisor, hands-on media relations professional, developing media programs and campaigns that promote Latham's preeminent Capital Strategies platform, work, and expertise; strengthening relationships with leading business, financial, and legal media; and garnering recognition for the practice and its high-profile matters.

The PR Manager works closely with colleagues on the global PR team and across the Brand & Communications department, including Internal Communications, Digital & Social, Editorial Services, and Creative Services. The PR Manager will also partner closely with the Business Development (BD) Department to serve the needs of the Capital Strategies practices. This is a highly visible, hands-on, and results-oriented position that works in close collaboration with senior firm leaders and partners.

Essential Duties and Key Responsibilities

"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.

1. Develops and executes media strategies that elevate the firm's profile, showcase cutting-edge work and reinforce the firm's reputation as the market leader
2. Drives proactive media engagement, generate story ideas, and builds relationships with business, financial, legal, and trade media
3. Identifies opportunities to raise the visibility of partners through interviews, podcasts, speaking engagements, and market commentary
4. Partners with social media and digital marketing teams to amplify media, awards and recognition and key campaigns
5. Owns strategic writing projects, including press releases, deal announcements, award submissions, talking points, and messaging
6. Monitors market developments and media coverage to spot opportunities to promote the practice and showcase our insights and differentiated market position and provide strategic recommendations on how best to capitalize on them
7. Promotes effective work practices, works as a team member, and shows respect for co-workers

Knowledge, Skills & Abilities

- Passion for capital markets, private credit, banking, and the evolving trends shaping financial markets
- Strong track record of securing meaningful media coverage and building relationships with business, financial, legal, and trade reporters
- Self-starter who takes ownership, demonstrates initiative and drive, and consistently creates innovative and impactful opportunities
- Ability to thrive in a fast-paced environment with an entrepreneurial, go-getter mindset
- Natural curiosity about markets, transactions, and emerging trends, with the ability to quickly translate developments into compelling stories
- Skill in advising senior stakeholders and building credibility with partners and executives
- Exceptional writing and storytelling skills, with the ability to turn complex topics into clear, engaging narratives
- Ability to handle confidential and sensitive information with appropriate discretion
- Strong analytical skills needed for all primary duties of the position, including comprehending and communicating data
- Ability to undertake large, long-term projects, develop alternative methods to complete them, and implement solutions
- Advanced knowledge of PC applications, including the Microsoft Office suite (Word, Excel, and PowerPoint)

Position Specifications*Typical Experience*

- Typical years of relevant experience: a minimum of seven years' experience in media relations or corporate communications, either in-house or at a PR agency required
- Typical years of cumulative experience: a minimum of ten years' experience
- Experience in financial services, capital markets, investment banking, private equity, private credit, or a related sector required
- Demonstrated success developing media strategies and securing meaningful coverage in business, financial, legal, and trade media required

Education

- Bachelor's degree or equivalent in Public Relations, Marketing, Communications, Business Administration, or related field required

Working Conditions and Physical Demands

- Frequently move (e.g., walk) around the office
- Spend extensive time using a computer, including use of a PC keyboard and mouse or similar data input devices
- Travel may be required
- All Latham & Watkins positions are in a typical indoor office environment

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.