

# Public Relations Manager – Litigation & Trial

**PeopleSoft Job Code / Title:** 7060 / Public Relations Manager  
**Department / Subdepartment:** Brand & Communications  
**Organizational Relationship:** Reports to the Public Relations Senior Manager – Litigation & Trial  
**FLSA Status:** Exempt  
**UCM Level:** 5  
**Last Updated:** June 3, 2025

## General Summary:

The Public Relations (PR) Manager serves as a strategic and trusted advisor, talented media relations professional, and engaged mentor. The PR Manager is adept at developing strategic and proactive media relations and communications campaigns that deliver high-impact results, advance the firm's business goals, and gain visibility for the practice.

The PR Manager works closely with colleagues on the global PR team, as well as other members of the Brand & Communications department in areas such as Internal Communications, Digital & Social, Editorial Services, and Creative Services. The PR Manager also partners closely with the Business Development (BD) Department to best serve the needs of these areas. This is a highly visible, hands-on, and results-oriented position, working in close collaboration with senior leaders of the firm and partners spanning multiple practices.

The PR Manager covers strategic growth areas for the firm, including specific practices within the Litigation & Trial Department, industries, and markets, as well as other strategic and key initiatives. The PR Manager contributes to the firm's efforts to build its brand and presence in key markets and industries.

A team player, the PR Manager helps develop PR colleagues by performing a multitude of responsibilities, including but not limited to mentoring, assignment training, and sharing of feedback.

## Essential Duties and Responsibilities

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

1. Develops and executes PR, media, and communications programs designed to enhance the reputation and build profile of the practice and partners
2. Manages proactive press outreach and reactive media, and addresses issues that may arise; builds relationships with key media, connecting reporters to partners of the firm who serve as media sources
3. Handles a variety of strategic writing projects; writes, edits, and coordinates a wide range of copy and serves as a central resource to develop messaging, drafting press releases, preparing case notes, developing award entries, writing/editing website content, and coordinating survey submissions

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4. Places byline articles, and as appropriate, creates opportunities to leverage thought leadership (e.g., Client Alerts, market reports, podcasts, video, etc.) for press commentary and marketing campaigns, including promoting across the firm's digital and social channels
5. Contributes to leveraging the firm's social media programs to support promoting the expertise and work of the practice
6. Coordinates and liaises with Brand & Communications and BD colleagues to support the firm's event program as well as capitalizing on sponsorships, including developing and implementing public relations campaigns
7. Assists with and/or implements other special projects or research assignment initiatives as assigned; conducts industry research and market intelligence, as appropriate
8. Promotes effective work practices, works as a team member, and shows respect for co-workers

## **Position Specifications**

### *Education*

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

### *Work Experience*

- A minimum of 10 years' cumulative experience, including 5 years' relevant public relations and marketing experience at a PR agency or in-house, required
- Prior work experience and deep understanding of litigation and familiarity with the legal industry preferred

### *Knowledge, Skills, and Abilities*

- Knowledge of core public relations and marketing principals including digital marketing, communications, branding, market research, and competitive intelligence
- Excellent leadership skills (i.e., organizing, planning, problem-solving and decision-making) necessary for effective management
- Well-developed and professional interpersonal skills; ability to interact effectively with people at all organizational levels of the firm
- Excellent communication skills, both written and oral
- Ability to work in a team environment with a customer-service focus
- Organization skills needed to manage time well, prioritize effectively, and handle multiple deadlines
- Excellent communications skills including reading, grammar, spelling, and vocabulary to ensure proper and efficient writing
- Ability to proofread and ensure accurate articles, presentations, database entries and other work products
- Ability to perceive and analyze problems, and a capacity to make or recommend sound decisions
- Ability to handle confidential and sensitive information with the appropriate discretion
- Strong analytical skills needed for all primary duties of 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 entire suite of MS Office applications (Microsoft Word, Excel and PowerPoint)

### *Physical Demands*

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required

## *Working Conditions*

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.