

Public Relations Senior Manager – Operations

PeopleSoft Job Code / Title: 7061 / B&C Senior Manager
Department / Subdepartment: Brand & Communications
Organizational Relationship: Reports to the Senior Director – Public Relations & Communications EMEA
FLSA Status: Exempt
UCM Level: Level 6
Last Updated: August 11, 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 Senior Manager of Public Relations – Operations is an operational leader within the global Public Relations & Communications team in the Brand & Communications Department. The Senior Manager drives the execution of PR operations goals and objectives in support of department strategy, ensuring PR programs are delivered consistently, efficiently, and to a high standard globally.

This hands-on position supports PR workflows, resource planning, vendor relationships, and the tools that support the team's work, including media monitoring, media databases, editorial planning, content tracking, awards submissions, and other activities.

Working closely with the Senior Directors of Public Relations & Communications in the US and EMEA, the Senior Manager translates PR leadership priorities into scalable operational plans, service standards, performance measures, and AI-enabled approaches that support global operations. The role maintains institutional knowledge, documents best practices, and establishes consistent ways of working across the PR function, while helping drive thoughtful adoption of new technologies and AI-powered tools.

The Senior Manager also partners with colleagues across Brand & Communications and adjacent teams to align PR operations with marketing, digital, and business development goals, helping ensure seamless delivery of PR programs worldwide.

Essential Duties and Key Responsibilities

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

1. Drives execution of global PR operations goals and objectives, managing work intake, priorities, and resources across regions, practices, industries, and time zones to ensure timely, consistent, high-quality delivery support
2. Challenges conventional approaches and designs, implements, and improves PR processes, systems, and tools, including the use of AI to increase efficiency, streamline workflows, and enhance service delivery
3. Builds and maintains effective relationships with vendors who support PR operations, including media monitoring, media databases, content aggregators, among others

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4. Promotes global operational standards across the PR function and supports consistent execution by maintaining practical guidance and best practices
5. Develops, scales, and maintains team guidance, playbooks, protocols, and messaging resources to promote consistent, high-quality delivery across the global PR function
6. Oversees global PR reporting and performance metrics, producing dashboards, identifying trends, and recommending improvements to systems, efficiency, and impact that support positive business outcomes
7. Leads onboarding, training, and knowledge-sharing programs, creating resources and guidance that help integrate team members, build skills, support colleague development, and encourage consistent adoption of tools and processes
8. Partners with Brand & Communications' Central Operations cohort, Business Development, AI, Technology, and other teams to build cross-functional knowledge and align systems, processes, and data
9. Maintains a strong client-service mindset when working with internal stakeholders, ensuring clear communication, realistic timelines, well-defined deliverables, and alignment on goals
10. Provides leadership, guidance, and day-to-day direction to colleagues supporting PR operations and special projects; mentors team members, supports coverage planning, and contributes to performance feedback in coordination with PR leadership
11. Models firm and department values, promotes effective work practices, works as a team member, shows respect for co-workers, and manages escalated operational issues and conflicts constructively
12. Promote effective work practices, work as a team member, and show respect for co-workers

Knowledge, Skills & Abilities

- Deep knowledge of public relations operations and press office best practices, including media relations workflows, editorial planning, monitoring and reporting, and issue vetting
- Demonstrated ability to develop scalable operational plans, systems, and processes, with expertise in project and resource management tools (e.g., Asana), and proficiency with Microsoft 365 applications, Teams, and AI-enabled tools
- Experience managing enterprise PR technologies and vendor relationships, including media monitoring and database platforms, editorial calendars, content aggregators, and awards programs
- Strong analytical and business judgment skills, with the ability to turn data into actionable insights; experience building dashboards, performance metrics, and operational improvements
- Exceptional written and verbal communication skills, with the ability to produce clear playbooks, training materials, and stakeholder communications; impeccable attention to detail and quality control
- Advanced organizational, operational planning, and decision-making skills; proven ability to manage multiple deadlines, balance competing priorities, and drive cross-functional alignment across global teams
- Well-developed interpersonal skills; able to build trusted relationships with PR leadership, influence stakeholders, and collaborate effectively across organizational levels, offices, and regions
- Ability to handle confidential and sensitive information with appropriate discretion
- Capacity to manage complex, long-term initiatives, develop alternative approaches, and implement solutions under time pressure across multiple jurisdictions
- Demonstrated interest in and familiarity with AI and emerging technologies, including their application to communications, operations, and process improvement

Position Specifications

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Typical Experience

- Typical years of relevant experience: a minimum of ten years' public relations experience in an in-house or agency environment
- Typical years of cumulative experience: a minimum of thirteen years
- Professional experience in and familiarity with the legal industry strongly preferred, but not required

Education

- Bachelor's degree or equivalent is required, preferably in Communications, Public Relations, Journalism
- Master's degree or equivalent is preferred

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.