

Public Relations Senior Manager

Department: Brand & Communications

Organizational Relationship: Reports to the Public Relations Director

FLSA Status: Exempt

Last Updated:

General Summary:

The Public Relations Senior Manager is an experienced media and communications practitioner and a strategic and trusted advisor, who has extensive experience developing and implementing media strategies and campaigns to build the brand and enhance the reputation of the firm. The Senior Manager is an expert at developing strategic and proactive media relations campaigns that deliver high impact results, advance the firm's business goals, and gain visibility for the practices this position supports.

The Senior Manager will cover key growth areas for the firm — including specific practices, industries, and markets — as well as other strategic initiatives. Working closely with the Public Relations Director, the Senior Manager plays a role in issues management. This role displays strong media relations skills, impeccable judgement, creativity, and intellectual curiosity.

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.

Essential Duties and Responsibilities:

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

1. Develops and implements media strategies and campaigns to enhance the firm's profile and achieve communication goals; develops and executes PR campaigns, to enhance the reputation and profile of the practice
2. Proactively seeks media opportunities for profiling the firm, practice groups, and individuals attorneys; manages proactive press outreach and reactive media, and is alert to issues that may arise
3. Builds and maintains strong relationships with legal and business journalists, editors, and media outlets, connecting reporters to partners of the firm who serve as media sources
4. Handles and also runs point on a variety of strategic profile-raising initiatives that involve strong messaging and creative writing skills including media kits, talking points, statements, press releases, award submissions, survey responses and other communication materials to ensure consistent and effective messaging
5. Places byline articles, and as appropriate, creates opportunities to leverage thought leadership for press commentary
6. Contributes to leveraging the firm's social media programs to support promoting the expertise and work of the practice

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7. Coordinates and liaises with Brand & Communications colleagues as well as the firm's Sponsorship team to support the firm's sponsorship and partnership marketing initiatives, including developing and implementing public relations and media strategies to leverage content-marketing partnerships
8. Works with the attorneys to prepare them for media interviews and works closely with the Public Relations Director on the development and delivery of media training skills workshops and supporting course materials
9. Monitor media coverage and analyze trends to provide insights and recommendations for improving communication strategies and addressing potential issues
10. Assists with and/or implements other special projects or research assignment initiatives as assigned. Conducts industry research and market intelligence, as appropriate
11. Generates performance evaluations and recommends salary increases, working with Human Capital & Talent to recruit, hire, train, coach, and manage the performance of employees
12. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

- Bachelor's degree or equivalent in public relations, communications, business administration, or related field required

Work Experience

- A minimum of 12 years' relevant public relations experience at a PR agency or in-house, with a significant focus on press office responsibilities required
- Experience and familiarity with the legal industry preferred

Knowledge, Skills & Abilities

- Knowledge of core public relations principals including media, digital, communications, branding, market research, and competitive intelligence
- Superior leadership skills (i.e., organizing, planning, problem-solving and decision-making) necessary for effective management
- Excellent professional interpersonal skills; ability to interact effectively with people at all organizational levels of the firm
- Excellent communication skills, both written (grammar, spelling, vocabulary) 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
- 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

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- 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.