

## Junior PR Specialist

Barabino & Partners USA | New York | [m.lastrico@barabinousa.com](mailto:m.lastrico@barabinousa.com)

Dynamic storytelling. Diversity of perspective. Authenticity. Results. Barabino & Partners USA is seeking a dynamic **Junior PR Specialist** with **creative writing skills** and a **passion for social media** to join its team in New York. This is an exciting opportunity to grow your career by leading communications for consumer pr programs on behalf of an impactful, retail client as part of a dedicated, integrated agency team.

Candidates must have a passion for the media relations and a strong understanding of storytelling in today's evolving media and consumer engagement landscape. The ideal candidate will be an expert wordsmith and storyteller that can craft and edit informative and engaging content in a compelling way and is a creative yet strategic thinker that demonstrates enthusiasm and energy, an appetite to learn and be challenged, and the ability to balance multiple projects at once.

Our people bring their individualism and creativity to work every day and love what they do.

### Here's what you'll need to get here:

- Undergraduate degree in PR, Communications, Journalism, Media Studies or related
- Superior writing skills
- Proficiency with leveraging digital/social media as a core component of an integrated communications program
- Articulate, poised, personable, and quick on your feet
- Ability to drive creativity, execute programs, and manage the client process
- Organized, detail oriented, problem solver, energetic
- Superb client service abilities; detail oriented; problem solver; professional and polished demeanor
- PR agency/in-house experience in the consumer/retail/hospitality/lifestyle spaces is a plus
- Italian knowledge is required

### What's in it for you?

- Competitive benefits package—including vacation allotment, healthcare insurance, 401K, professional development opportunities and more
- A career working with and influencing bold, creative teams and a client account that has a positive impact on the world
- An inspiring, passionate, driven, fun, and creative team culture
- Strong leadership with a focus on entrepreneurial thinking, training and mentoring to help you grow, expand your skills and become your professional best

### About Barabino & Partners USA

We are part of the [Barabino & Partners Group](#), the leading Corporate Communication Firm in Italy, with over 35 years of experience in Communication with offices in **Italy, UK, Germany, France** and in the **United States**, with over 120 professionals. We assist Italian clients who want to expand their business in the United States, particularly in the field of **hospitality, food and restaurant sectors**. Our **multicultural approach** enabled by an international team retaining the Italian core adapted to the cultural reality in which we operate. According to the **Mergermarket 2020** PR Advisors ranking, we ranked **1st** in Italy, **5th** in Europe and **8th** in the world.