



## Senior Public Relations Manager, CreditCards.com

CreditCards.com is looking for a Senior PR Manager to help plan and execute strategic public relations programs for its corporate brand, as well as oversee the company's two Public Relations firms. The senior manager reports to the VP of Strategic Marketing, with a dotted line to the CEO.

This position is for a "hands on" media relations professional who can develop strategic plans, manage outside agencies, proactively drive communications, and secure media placements and speaking opportunities for the company. For the second half of 2008, this role will be focused on developing PR for the corporate entity, while supervising external agencies to develop editorial promotion and relevant speaking opportunities for corporate and brand spokespeople at key industry events and in the consumer and business press. Candidates will have a proven record of success in developing and executing PR programs for corporate and product-level PR, and be able to demonstrate established media contacts and success with key print and broadcast media.

### Responsibilities:

- Understanding the needs and goals of CreditCards.com and turning them into actionable PR plan.
- Develop ongoing working relationship with two agencies to ensure alignment of PR programs with business goals, and regular communication in order to proactively evolve plans or programs to maximize impact.
- Manage internal expectations and communicate results and progress against goals on a regular basis.
- Create and update press releases, media alerts and other external materials; conduct media outreach using these materials.
- Develop monthly pitching plans, including development of creative pitches to appropriate media targets. Handle all execution of pitch plan.
- Research, pitch and place appropriate speaking opportunities for internal clients.
- Operate under strict deadlines and high levels of confidentiality; exhibit adequate poise and discretion when interfacing with all business partners, company executives, and customers.

### Requirements:

- 8 years experience of PR experience, both agency and in-house a plus
- Investor Relations background a plus
- Highly motivated and organized; a self-starter w/ the ability to multi-task
- Prior experience and expertise in personal finance a plus.
- Detail oriented w/ excellent verbal and written communication skills
- Established media relationships and proven success with consumer, business and advertising trades

- Experience working w/ executive management
- Strong writing skills
- Experience writing abstracts, pitching, and placing speakers at industry events
- Ability to skillfully prioritize a diverse workload
- Ability to be creative and think outside the box
- Being a team player; working in cooperation with other team members as well as independently on both isolated and ongoing projects
- Ability to work successfully and under tight deadlines in a fast paced, high-energy environment
- Proficiency in Word, Excel and PowerPoint
- BA or comparable degree or equivalent combination of experience and education

About CreditCards.com:

CreditCards.com is a leading online credit card marketplace, bringing consumers and card issuers together. Our site is a free online resource where consumers can compare hundreds of credit card offers by category, including low interest credit cards, credit cards with rewards programs, airline credit cards, cash back credit cards, small business credit cards, student credit cards, instant approval credit cards as well as prepaid debit cards.

Our mission is to provide consumers with the largest variety of credit card offers online, and to enable smart selection and use of cards by offering news, advice, features and tools.

We list credit card offers from leading credit card issuers and banks, each linked to a secure online application, including Advanta, American Express, Bank of America, Chase, Citi, Capital One, Discover, First Premier Bank, HSBC, Visa, and MasterCard. We also make our content and tools available to many of our partners like Yahoo!, LendingTree, NASDAQ.COM, Kiplinger.com, Forbes.com, and TheStreet.com.