PROMPT ENGINEER

Job Ref. No: #JDMPR3463

2025 - 2026

- **Company Name** : Moris Media LLC
- **Designation** : Prompt Engineer
- **Job Type** : Full Time
- **Industry** : Advertising & PR Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for Prompt Engineer in Canada. This job may require you to work closely with cross-functional teams to design, refine, and optimise prompts that power AI-driven solutions across a variety of platforms. The role focuses on ensuring that AI-generated outputs meet high standards of accuracy, creativity, and brand alignment, supporting the delivery of innovative campaigns and solutions for our clients. You will be expected to work with leading AI technologies such as ChatGPT, Sora, Veo, Imagen, Google Vids, Dream Screen, Midjourney, DALL·E, Runway, Adobe Firefly, Luma Dream Machine, Pika, Canva, Leonardo AI, and Synthesia to produce text, image, video, and multimedia content that aligns with specific objectives.

The position demands a strong understanding of AI capabilities, prompt structuring, and output evaluation to ensure content resonates with target audiences and meets project requirements. You will translate creative briefs and strategic objectives into effective AI prompts, testing multiple variations to achieve optimal performance and desired tone. Collaboration with marketing, SEO, PR, and creative departments will be key to aligning AI outputs with broader business goals while adhering to ethical standards and confidentiality protocols.

As a Prompt Engineer at Moris Media, you will play an essential role in streamlining workflows, enhancing creative possibilities, and enabling faster, more efficient content production for clients across diverse industries. The role requires balancing technical precision with creative insight, adapting to varied business contexts, and maintaining consistency in style and messaging. Your expertise will contribute directly to the company's mission of delivering high-impact, AI-powered solutions that save time, improve efficiency, and elevate brand communication. This position offers an exciting opportunity to be at the forefront of AI innovation while working in a results-driven environment that values creativity, strategic thinking, and measurable outcomes.

Primary Responsibilities

Here are **15 Primary Roles and Responsibilities** for the **Prompt Engineer** position at **Moris Media** based on your provided details:

1. Design, refine, and optimise prompts to generate high-quality, brand-aligned outputs across multiple AI platforms.

2. Collaborate with cross-functional teams including marketing, SEO, PR, and creative departments to align AI outputs with campaign goals.

3. Work with AI tools such as ChatGPT, Sora, Veo, Imagen, Google Vids, Dream Screen, Midjourney, DALL·E, Runway, Adobe Firefly, Luma Dream Machine, Pika, Canva, Leonardo AI, and Synthesia to produce text, image, video, and multimedia content.

4. Translate creative briefs and strategic objectives into effective and targeted AI prompts.

5. Conduct A/B testing and performance analysis to identify the most effective prompt structures.
6. Ensure AI-generated outputs maintain consistency in tone, style, and messaging.
7. Adapt prompts to meet the requirements of diverse industries and target audiences.
8. Analyse AI output quality and make iterative improvements for enhanced accuracy and creativity.
9. Maintain strict adherence to ethical standards and confidentiality protocols when using and storing AI-generated content.
10. Collaborate with design and content teams to integrate AI outputs seamlessly into creative workflows.
11. Develop and maintain a central repository of tested and successful prompts for future projects.
12. Research and stay updated on emerging AI tools, trends, and prompt engineering best practices.
13. Troubleshoot prompt-related issues to improve AI output relevance and quality.
14. Support sales and client engagement by generating AI-driven creative samples for pitches and demonstrations.
15. Contribute to streamlining production workflows, improving efficiency, and enabling faster content delivery through optimised AI usage.

Required Skills

Primary Skills

- Strong creative thinking and ability to craft precise, impactful prompts for AI platforms.
- Excellent communication and interpersonal skills to collaborate effectively with cross-functional teams.
- Proficiency in using AI tools such as ChatGPT, Sora, Veo, Imagen, Google Vids, Dream Screen, Midjourney, DALL·E, Runway, Adobe Firefly, Luma Dream Machine, Pika, Canva, Leonardo AI, and Synthesia.
- Analytical mindset to evaluate AI outputs and make data-driven improvements.

- Ability to adapt prompts for diverse industries, audiences, and media formats.
- Attention to detail for ensuring tone, style, and brand consistency in AI-generated content.
- Strong organisational skills to manage multiple projects and deadlines.
- Willingness to explore new AI technologies and stay updated on industry trends.
- Problem-solving skills for troubleshooting prompt and output issues.
- Open to traveling for client meetings, training sessions, or project collaborations.

Experience Required

- **1–2 years** of professional experience in prompt engineering, AI-assisted content creation, or a related digital/creative role.
- Proven ability to work in a creative and collaborative environment while delivering measurable results.
- Prior exposure to working with AI-powered tools and adapting them to meet business objectives.

Qualifications & Experience

Qualifications Required

- Bachelor’s degree in Computer Science, Artificial Intelligence, Linguistics, Digital Marketing, Design, or a related field.
- Open to traveling for client meetings, training sessions, or project collaborations as required.
- Strong creative and communication skills, with the ability to adapt AI prompts to meet diverse project needs.

Technical Specifications

The ideal candidate must have the following equipment and resources to effectively perform their duties:

- **High-Performance Laptop or Desktop:** A powerful system with adequate processing power and memory to handle AI-related tasks efficiently.
- **High-Speed Broadband Internet Connection:** A stable and reliable connection to access AI platforms, collaborate with team members, and transfer large files without interruptions.
- **Virtual Workstation:** A dedicated, distraction-free workspace—either physical or virtual—ensuring productivity, organisation, and focus during work hours.

Salary

We offer a **competitive salary and benefits package**. Compensation will be based on experience, skills, and personality. Candidates shortlisted for the position will have the opportunity to discuss salary details further during the interview process.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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