Downloaded from <https://www.velvetjobs.com/job-descriptions/director-media-relations>

# Example of Director, Media Relations Job Description

Our company is searching for experienced candidates for the position of director, media relations. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for director, media relations

* Work closely with filmmaking teams and subjects
* Create and execute campaigns for top tier film festivals including, Sundance Film Festival, New York Film Festival, DOCNYC, Toronto International Film Festival and other regional festivals
* Provide a “finger on the pulse” of relevant issues and trends that could affect the company’s reputation in education
* Create and maintain relationships with key business and trade media that can lead to increased visibility for the sector and key campaigns in market
* Deliver communications consulting to key executives
* Design and develop standards for communications success and measurement
* Ensure tight messaging alignment between the businesses and the communications team
* Manage a staff of four to drive communications programs, events, electronic and in-person communications venues, supervising the team in writing, editing, implementing and disseminating communications
* Coordinate and align company, customer, product and sales communication efforts when strategically important to do so
* Lead and manage crisis communications

## Qualifications for director, media relations

* Ideally experience of working in-house or experience of consultancies and how to manage them
* 8+ years in communications, including serving in media relations function for global corporation
* Minimum 12-15 years experience – with a preference for a blend of agency, in-house and media expertise
* Must have established media relations contacts and track record of executing strategic, impactful media relations programs
* Must have a track record of employing creative public relations and marketing/brand activities to achieve business and reputational goals
* Experience developing global corporate communications plans, programs and policies