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# Example of Director, Media Relations Job Description

Our company is growing rapidly and is looking to fill the role of director, media relations. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for director, media relations

* Serves as a senior media relations officer, and advises on targeting stories in support of strategic initiatives to appropriate media
* Assists administrators and faculty in developing and maintaining positive relationships with local, regional and national media
* Prepares briefings for media interviews for senior university leaders
* Manages and coordinates high profile interviews, as assigned
* Assists the senior director in creating strategies and business services plans
* Plays leading role in digital media relations strategy and execution
* Develops strategy and rollout plans for university initiatives
* Develops response and strategy for communications around sensitive or complex issues
* Works closely and in conjunction with university leaders to lead the creation, communication and dissemination of university goals and vision throughout the organization
* Works closely with the senior director to develop short-and-long-range operating goals

## Qualifications for director, media relations

* Ability to work with executive and senior management
* Development and maintenance of internal operational procedures and processes that support locally-relevant communications programs within a global company and sector
* A minimum of 6 years prior experience in marketing, preferably in a health care setting
* Strong relationships with leading business, technology, financial services, consumer media preferred
* Experience working with national morning broadcast and financial news networks preferred
* 8+ of experience in the public relations or communications-related field, at least 5 years within cloud technology PR