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# Example of Director, Media Relations Job Description

Our company is growing rapidly and is hiring for a director, media relations. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for director, media relations

* Develops strategy and oversees execution of publicity and marketing
* Includes coordination of publicity efforts, creation/design of printed material and advertisements, media purchase/placement, and event promotions
* Develops and recommends audience development strategies, coordinating with development and education/outreach
* Ensures development and maintenance of positive press relations, including coordination of news released and press questions/conferences
* Oversees and participates in the hiring, training and evaluation of department staff
* Assists to resolve problems and issues affecting the department and directs measures to improve the effectiveness and efficiency of the department
* Directs and oversees the development and evaluation of department programs
* Manages the design, development and coordination of projects
* Lead the relationship with the business as an internal client
* Oversee strategic external communications planning and earned media campaign management

## Qualifications for director, media relations

* Lead the development and implementation of communications messages in response to issues or crisis management to enhance and protect relationships with stakeholders, customers and the general public
* Seek out and obtain knowledge of specific focus areas of the business in order to make messaging recommendations
* Partner cross functionally to build communication strategies that enhance brand reputation and reinforce service leadership, change management and other key initiatives across critical internal and external stakeholders
* Support senior management in navigating crises from a communications perspective
* An inspirational leader
* Idea driven