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# Example of PR Coordinator Job Description

Our growing company is looking to fill the role of PR coordinator. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for PR coordinator

* To manage all other administrative aspects of the press office (logging all requests, scanning and filing and distributing press and online coverage, gate- keeping the US media database)
* To support the PR and Marketing role in every aspect, both within the US and our other overseas showrooms
* To assist in creating the annual media plan and media budget
* To assist with the events schedule for the year, helping with the planning and execution of events for The Rug Company in the US, small and large scale
* Developing and implementing The Rug Company’s digital newsletter program, creating monthly newsletters
* To oversee all aspects of the US Loyalty program for The Rug Company’s top clients
* To assist in maintaining stock of branded marketing materials such as catalogues, sample sets, stationary, and information sheets on collections
* Administrative duties to help the smooth running of The Rug Company’s working relationships with its guest designers
* To coordinate with other teams within the company including production, sales and the design studio to help the smooth running of many different tasks
* Remain focused on the goals and objectives outlined in the overall annual integrated marketing communications plan

## Qualifications for PR coordinator

* Ability to build collaborative relationships through meeting or exceeding expectations
* Prior PR experience desirable
* Foster strong working relationships with other departments and effectively communicate marketing strategy and initiatives across the company
* Organize annual exhibition and artist calendar for PR outreach
* Build and foster relations with media
* Initiate partnerships and collaborations