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# Example of PR Coordinator Job Description

Our growing company is searching for experienced candidates for the position of PR coordinator. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for PR coordinator

* Update and maintain press site and press kit, digital and print assets
* Collaborate with domestic and international media markets to streamline messages and distribute press releases, news, and written interviews
* Assist VP in developing briefs, media responses and interviews
* Assist with and draft press releases and media alerts
* Assist with responding to day-to-day inquiries and requests pertaining to partnerships
* Assist with and draft and distribute larger-scale press releases for campaigns, new initiatives, and large-scale store openings in the U.S. and international markets
* Assist with PO invoices to ensure amounts stay within agreed-upon budget
* Research other music services and competitors in new markets, create and distribute weekly research for daily reporting
* Assisting the PR Finance Specialist with finance operations support of the Publicity team
* Integrating with the Publicity team to obtain an understanding of services being procured from our vendors and understanding the status/timeline for delivery of services

## Qualifications for PR coordinator

* Familiarity with arts and culture publications and writers
* Highly skilled at written and oral communications
* Be a capable administrator, skilled at managing multiple tasks simultaneously and work well under pressure
* Love planning and managing events, from team meetings to media and influencer events
* Be meticulous in attention to detail, communications and schedules, often under tight deadlines
* Be a clear, candid and succinct communicator