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# Example of PR / Marketing Manager Job Description

Our innovative and growing company is looking to fill the role of PR / marketing manager. 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 / marketing manager

* Managing day-to-day media and influencer responsibilities in an efficient manner
* Development and activation of ROI-driven campaigns for the restaurants and spa in the local market
* Adjusting comprehensive marketing strategies and plans within designated budgets
* Develops and organizes promotional activities, coordinates with departments concerned
* Establishes sales leads from the study of magazines, newspapers and from personal contacts
* Disseminates corporate press releases to appropriate local trade and consumer media
* Establishes a programme for sending promotional news to trade publications on a regular basis releases covering special events, promotions
* Prepares promotional press releases on personalities among guests and employees of the hotel and on newsworthy events in the hotel
* Maintains good public relations by extending personalized service to VIPs
* Work with the London regional marketing team to ensure that the physical appearance of the hotel is as per Hilton brand standards, supported as appropriate by collateral

## Qualifications for PR / marketing manager

* Partner with E-commerce manager on digital campaigns and programs including affiliate marketing, display and Facebook advertising, user generated content, paid search and more
* Oversee all copy writing, including e-mail marketing, product descriptions, advertising
* Collaborate on product photography and editing for web
* Responsible for concept development and execution of brand photo shoots including campaign imagery, model and product shots
* Strategy, development and execution of marketing calendar including e-mail marketing campaigns, social media posts, wholesale partnerships and more
* Manage, strategize and produce platform-specific content (both copy and imagery) for all social media channels including Facebook, Instagram, Tumblr, Pinterest, Twitter, Google +, E-commerce blog