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# Example of Public Relations Director Job Description

Our innovative and growing company is searching for experienced candidates for the position of public relations director. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for public relations director

* Identify and develop key partnerships
* Manage PR agency relationships and scope of work
* Manage PR budget
* Gather material and support development of public relations materials – pitch letters, press releases, quotes, fact sheets
* Develops and implements action plans for large-scale events including publicity plans, detailed event plans, invitations lists, event management, VIP handling
* Acts as divisional liaison between other WB divisions other Time Warner companies on behalf of the Wizarding World of Harry Potter locations around the world
* Partner with assigned business units to understand their strategic goals and then lead the creation and execution of strategic public relations plans and initiatives
* Manage company relationships and drive deliverables with public relations agencies
* Manage day to day PR efforts and direct public relations strategy and implementation, including agency management, external media interaction, press releases, and product placement decisions
* Participate in the development of the seasonal marketing strategy

## Qualifications for public relations director

* 10 years experience in Public Relations field
* Fashion experience required
* Strong organizational skills, ability to work in a fast paced environment
* BA/BS degree in Marketing, Communications, PR or equivalent
* Powerful interpersonal skills
* Passionate and have an entrepreneurial mindset in building new business