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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. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for public relations director

* Manage seasonal preview special events
* Manage seasonal reports/ranking across all categories
* Oversee analysis of PR activities, monitor coverage and proactively recommend strategies to target opportunities
* Strong interdepartmental communications with Design, Marketing, Wholesale, Retail, and eCommerce to support internal initiatives and events through communication and branding
* Partner with Social Media team to ensure calendar alignment and synergies
* Team leader responsible for directly managing PR Coordinator and PR Assistant
* Women’s Collection & Accessories
* Men’s Purple Label & Accessories
* Responsible for media relations and contacts across women’s and men’s top tier fashion and lifestyle media
* Support management of Fashion PR department.Strong interdepartmental communications with Women’s and Men’s Design, Accessories Design, Merch, PRC

## Qualifications for public relations director

* Deliver high quality work in tight deadlines and the ability of handle pressure
* Strong written and spoken communications in English, Cantonese and Mandarin
* Deep understanding of story elements required to secure press
* Generates positive impact on business through strong relationships both internal and external
* Knowledge of retail/fashion industry
* Proven capacity for collaborative leadership of staff, vendors and outside advisors, board members