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# Example of Public Relations Director Job Description

Our company is hiring for a 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

* Ensure integration across other disciplines – social, digital marketing, partner marketing
* Define messaging that helps to shape the company’s reputation within the category
* Develop and implement a strategic communications plan to advance brand identity
* Manage key directory listings and submissions, identify appropriate ways to communicate publicity information to media
* Company Communications - work in partnership with strategic corporate functions (IR, sales legal, HR) and delivery units to create, deliver and manage official company communications (earnings, M&A ), and channels (web, social media )
* Develop strong relationship with media with tourism industry partners
* Complete all application files as required (Grand Prix du Tourisme, Fidéides)
* Is proactive and creative in identifying and developingintegrated PR and Social Media programs which capitalize on unique and newsworthy stories leveraging unexpected opportunities as they arise
* Engages in media relationsby actively managing professional relationships with local and regional media and influencers that will benefit the hotel and company as a whole
* Plays a key role in reputation management

## Qualifications for public relations director

* BA or BS degree required, emphasis in Marketing, Communications or Public Relations preferred
* 10+ years experience with increasing levels of responsibility in public relations field required
* Prior exposure or previous work experience in public relations, communications and publicity tied to consumer products (entertainment) and themed entertainment (theme parks, touring shows, exhibitions, ) strongly preferred
* Marketing/public relations training or background required
* Must be an independent thinker
* Proven leadership and crisis management skills required