



Example of Marketing & PR Job Description

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Our company is growing rapidly and is looking for a marketing & PR. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing & PR

- Directly report to Marketing Managers
- Draft & deploy press releases
- Coordinate marketing for a high volume of shows
- Follow up with media outlets and retail partners on additional marketing opportunities to increase ticket sales
- Research and contribute additional marketing ideas
- Help coordinate day of show activities including radio station set ups, remote broadcasts and escorting media photographers
- Schedule and order creative for Email blast/ecards/banner ads
- Proofing all marketing materials and provide quality control
- Administrative duties including work orders, invoices, etc
- Use internal systems to support Marketing Managers and input show info with strong attention to detail

Qualifications for marketing & PR

- Ability to multi-task with tight turn-around/timelines
- Bachelor Degree in Communications, PR/Marketing or related disciplines
- 10-15 years of experience in PR and Event management in Luxury or PR/Event management companies is preferred
- Experience with branding, marketing, media, press
- Passion for generating publicity and promotion through social media and other media channels
- High integrity, ethics and work standard, ability to multi-task and dealwith

