



Example of Public Relations Director Job Description

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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 developing integrated PR and Social Media programs which capitalize on unique and newsworthy stories leveraging unexpected opportunities as they arise
- Engages in media relations by 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

- 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