



Example of Public Relations & Marketing Job Description

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Our growing company is looking to fill the role of public relations & marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for public relations & marketing

- Draft corporate press releases
- Create copy for company sales materials
- Develop and execute an ongoing program to secure appropriate artwork and photography of ANC's installations for use in promotional material
- Participate in the company's response to RFPs, including providing appropriate written communications
- Oversee marketing messaging, brand creation, collateral, print, online, social and CRM advertising, photography, video, and content development in accordance with ski area brand guidelines
- Lead year-round messaging calendar, content and execution via social media, CRM, and web with Digital Specialist's assistance
- Devise and implement campaigns supporting growth and performance of key functions incl
- Own timely and on-budget delivery of marketing and PR year plans
- Oversee planning, production and distribution of publicity materials including monthly highlights, press kits, releases, tune-in and sales reels and affiliate promos
- Plan and forecast marketing and PR budgets

Qualifications for public relations & marketing

- The successful candidate will demonstrate a strong work ethic, exceptional organizational skills to balance projects across multiple departments, and be Internet savvy
- Bachelor's degree in communications, journalism, marketing, or public relations a plus
- Organization and effective communication is vital
- Ability to work nights and weekends frequently in the winter and occasionally in the summer