Our company is growing rapidly and is looking to fill the role of public relations & marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for public relations & marketing

- Collaborate and partner closely with cross-functional partners to implement a range of strategies and creative solutions to reach key target audiences, including customers and influencers, media and members of the communities we serve
- Drive and/or collaborate with appropriate external partners on external marketing, communication, and community activities to build a brand through advertising, conferences, events, outreach
- Direct and execute integrated communications campaigns that leverage tradeshows/events, public relations, social media, org comms, and marcom with help from the broader comms team
- Develop, recommend and maintain editorial policy and branding guidelines
- Work with digital and social media team, graphics and ad agency to ensure brand guidelines are met and executed on marketing materials
- Direct public relations strategy for the company, manage PR messaging and prepare spokespeople for press interviews
- Collaborate with Org Comms Director to anticipate and manage internal and external crisis communications
- Develop metrics and processes that help us measure communications impact and reinforce our culture of achievement and accountability
- Focus on internal/employee communications
- Editor of employee newsletter

- Currently pursuing a degree in marketing, public relations, journalism, communications, business, or related fields
- Strong understanding of marketing and public relations
- Familiar with Associated Press (AP) writing style
- Background in search engine optimization
- Experience developing promotional or thought leadership videos
- Minimum of 2 years in a marketing role, hospitality experience an asset