

SUCCESS EPITOMIZED

Success is predictable when you have the right keys.

DIRECTOR OF PUBLIC RELATIONS

Objective

Design and implement and maximize brand presence strategies that cultivate our relationships with media, engage our target audience and boost our brand awareness.

Essential Duties & Responsibilities

- Set objectives for the PR team and monitor team members' performance
- Maximize brand presence on various channels (e.g. web, TV and social media)
- Cultivate and maintain relationships with media and influential professionals
- Arrange interviews and press releases to promote our company and its products/services
- Ensure brand consistency in all advertising efforts
- Organize PR events to increase awareness of our company
- Assign tasks and projects to the PR team
- Track and influence media coverage
- Report on PR campaigns' results
- Manage sensitive issues to maintain company's good reputation

Qualifications

- Proven work experience as a Public Relations (PR) Director, PR Manager or similar role
- Solid experience coordinating successful PR campaigns
- Expertise in different social networks, including Facebook and Twitter
- Excellent communication and presentation skills with confidence to serve as the company's spokesperson
- Creative abilities
- Team management skills
- Ability to foster long-term relationships with key professionals
- Bachelor of Science in Marketing, Communications, Journalism or relevant field



Location

Las Vegas, NV

Employee Type

Full-time

Manage Others

Yes

Experience

Bachelor of Science in Marketing, Communications, Journalism or relevant field

Travel

Yes

Compensation

\$24,000-\$60,000+

Interested in applying for this position?