

SEE ROCK CITY, INC.
JOB DESCRIPTION

Title: <i>PUBLIC RELATIONS SPECIALIST</i>	Team: Marketing
Reports to: Public Relations Manager	Status: Full-Time, Exempt

Summary

The Public Relations Specialist assists with growing, shaping, and maintaining See Rock City, Inc.'s reputation and brands. They will help identify media opportunities, maintain existing media relations, and promote positive public awareness through external communication. Under the direction of the Public Relations Manager, the Public Relations Specialist is responsible for performing the following duties:

Responsibilities

- Delivers excellent guest service to internal and external customers in line with the organization's mission, culture, and values.
- Models appropriate guest and partner interaction at all times, displaying the values of the culture of excellence and leading in a manner that serves as an organizational model for the values.
- Responsible for maintaining reputable relationships and creating goodwill on through various communications channels.
- Helps develop and support public relations, social media, and promotional plans for See Rock City Inc.
- Backup media liaison for all attractions. Provides approved responses to media inquiries as needed and promotional materials including press kits and/or gift items as necessary. Makes media pass reservations.
- Primary onsite filming liaison for all non-media projects.
- Oversees check presentations and photo ops with community partners.
- Researches, fact checks, and writes press releases as assigned.
- Provides PR assistance in press tour roles such as Geiger, CVB, travel writer FAMs, etc. Supports coordination of media visits as needed.
- Takes the lead on special campaigns such as the CTC spring break safari coordination.
- Provides support for special events promotional plans and is the primary coordinator for these projects.
- Oversees completion of all event calendar updates for print and web.
- Prepares or edits organizational publications for internal and external audiences as assigned, including e-newsletters and web pages as needed.
- Vets bloggers to qualify them as media.
- Compiles, writes, and submits award nominations such as STS Top 20, Shining Example Awards, Chamber awards, etc.
- Backup social media monitor and scheduler for posts when needed. Makes live posts and stories as needed.
- Monitors social media providing live engagement during prime special events like the Enchanted Garden of Lights.
- Assists in troubleshooting and crafting responses to any online complaints.
- Attends local PRSA luncheon meetings and other related educational opportunities to stay updated on trending PR tactics.
- Assists with crisis planning.
- Reports weekly on PR and Social Media initiatives to manager.
- Monitors media coverage daily across multiple sources. Maintains coverage report.
- Maintains event, industry, and VIP databases.
- Compiles documentation of accolades, awards, timelines, events and records of notable dates, events and coverage.
- Performs other duties as assigned by management.

Qualifications

- Bachelor's Degree in public relations, communications, journalism, marketing, or closely related field.
- Two (2) years' experience in public relations preferred.

- Possess an outgoing, friendly personality and the ability to provide excellent guest service.
- Ability to effectively present information and respond to questions from a group of managers, guests, or the general public; read and analyze business correspondence; develop and write reports.
- Must possess excellent computer skills and be proficient in MS Office, including Word, Excel, and Outlook. Willingness to learn other marketing-related software as needed. Knowledge of Dropbox and media database programs like Cision preferred.
- Knowledge of updated AP style required.
- Ability to speak on camera professionally.
- Possess a current driver's license and good driving record.
- Ability to communicate and interact effectively in one-on-one and small group situations.
- Ability to add, subtract, multiply, and divide. Ability to perform these operations using units of American money.
- Ability to provide a flexible schedule to work nights, weekends, holidays, and special events as needed.
- Required to regularly use hands and fingers. Ability to lift/move up to 25 pounds. Required to walk, stoop, kneel or crouch frequently. Must be able to stand regularly.