



## JOB TITLE: PUBLIC RELATIONS COORDINATOR

### JOB DESCRIPTION:

The Public Relations Coordinator works in conjunction with the PR Manager and PR Director to provide public relations services to the company. He/she functions as a member of the Destination Hershey PR Team and is responsible for generating positive publicity about all the offerings of the destination, with an individual emphasis on *The Hotel Hershey*, *Hershey Lodge* and meetings.

#### Job Functions:

- Create and maintain relationships with the media to ensure that news pertaining to *The Hotel Hershey*, *Hershey Lodge*, meetings and other aspects of the destination is being shared with their respective audiences.
- Oversee the PR Team's clip files and provide assistance to the PR Director in preparing reports and sharing these details with our internal audiences.
- Proactively pitch stories to the media. This includes writing and distributing press releases and other messaging (including social media outreach) about *The Hotel Hershey*, *Hershey Lodge* and meetings, and responding to media requests generated as a result of these efforts.
- Work closely with the PR Director to conduct research for special PR projects and to compile reports and presentations for both internal and external audiences.
- Assist in coordinating and hosting press events for all aspects of the company.
- Provide support to the PR Director in her role as a member of the corporate communications team.

### JOB REQUIREMENTS:

#### Basic Qualifications:

- Must be at least 18 years of age or older.
- Bachelors Degree (B.S. or B.A. in Public Relations, Communications, Journalism or related field of business required. For students graduating in Spring 2010, degree must be obtained by June 1, 2010 to be considered.
- Minimum 6 months of experience in public relations or a related field (hospitality setting preferred).
- Must have a valid driver's license.

#### Additional Qualifications:

- Ability to build and maintain relationships and work well with others as part of a team.
- Superior written and verbal communications skills, including public speaking skills.
- Ability to manage multiple priorities and deadlines.
- Excellent organizational skills.
- Working knowledge of word processing and spreadsheet computer applications (Excel/Microsoft Word skills required).
- Understanding of social media platforms.
- Spanish language skills a plus.
- Professional image representative of company image.

#### Working Conditions:

- Normal work schedule is Monday through Friday (business hours), but must be able to work a flexible schedule including days, evenings, weekends and holidays.
- Must be available to the media after regular business hours.
- Typical work environment is an office setting, with time spent at various company locations and in the local community.
- Position requires occasional work outdoors in a variety of weather conditions.
- Physical requirements include walking, sitting, standing, reaching, lifting, finger dexterity, seeing details at close distances, and hearing and communicating clearly
- Requires the use of a vehicle; must possess a valid PA driver's license and demonstrate a satisfactory driving record.

#### Apply online at:

[https://www.hrapply.com/hershey/AppJobView.jsp?link=3958&page=AppJobList.jsp&skimSessionName=com.hrlogix.view.cont.app.JobListTable&skimName=requisition.requisition\\_id&skimNdx=2&op=reset](https://www.hrapply.com/hershey/AppJobView.jsp?link=3958&page=AppJobList.jsp&skimSessionName=com.hrlogix.view.cont.app.JobListTable&skimName=requisition.requisition_id&skimNdx=2&op=reset)