



## Roles and responsibilities: Public Relations Director

### Duties

- Help to implement a marketing communications plan including strategy, goals, budget and tactics
- Build long-term relationships with all relevant stakeholders, such as local government, media
- Coordinate all public relations activities
- Direct social media team to engage audiences across traditional media and social media strands
- Leverage existing media relationships and cultivate new contacts within business and and the community
- Coordinate media inquiries and interview requests as they relate to the Station
- In concert with identified volunteers and the Communications Committee create content for press releases, byline articles and presentations
- Monitor, analyze and communicate PR results back to the Board
- Evaluate opportunities for partnerships and sponsorships on an on-going basis.
- Build relationships with key regional leaders to grow Station and community awareness
- Develop and implement crisis communications advice and media strategy, as needed

### Considered Qualifications and Experience

- Knowledge and/or experience in dealing with stakeholders including current and potential sponsors and allied community groups
- A willingness to stay current with trends in the changing media landscape, especially social media
- Excellent oral and written communication skills
- Same as outlined in the Board member job description