



Public Relations Manager – Full Time

Marketing Department

Carowinds Job Description/Posting

DATE POSTED:

LAST DATE FOR CONSIDERATION:

GENERAL SCHEDULE: Average hours per week: 40-50+ hours

AVAILABILITY NOTE: Must be able to work weekdays, weekends, and holidays. Must have a flexible schedule (to include days, shifts, hours). Overtime may be required.

PRIMARY PURPOSE: Leads the Public Relations Department to promote Carowinds to the media and public in an effective and positive manner.

LICENSE OR CERTIFICATE REQUIRED: Valid driver's license.

PERSONAL TOOLS OR EQUIPMENT REQUIRED: N/A

GENERAL STATEMENT OF JOB: The Public Relations Manager oversees an effective publicity program for the 122-acre theme and water park complex on the NC/SC state line. Primary responsibilities include managing public, media and community relations programs. The Public Relations Manager develops and implements creative publicity efforts to promote the company and generate positive awareness and proactively manages hard news/issues/crisis communications as needed. Also oversees all social media functions including but not limited to the Park website, twitter, facebook and blogs. The Public Relations Manager reports directly to the Director of Marketing.

REQUIREMENTS: Requires a Bachelor's degree in public relations, marketing, communications, journalism or related field supplemented at least two (2) years of experience in public / media relations, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities. Strong news writing/editing skills and on-camera experience are also required. Ideal candidate will have experience in crisis communications and hard news/issues management. Supervisory experience and demonstrated success in a fast-paced environment preferred.

SUMMARY OF ESSENTIAL JOB TASK

1. Performs all duties in a safe and professional manner.
2. Serves as primary spokesperson for the company with all news media.
3. Builds awareness for the company through an effective publicity effort. Key aspects of that effort include developing a comprehensive and strategically-focused PR plan, building strong working relationships with news outlets, creating and pitching story ideas, providing appropriate support for story development (key messages, press kits, news releases, photos, b-roll, interview opportunities etc.), following up, and placement tracking/reporting. Develops media preview events to highlight and/or introduce new attractions and events. Coordinates publicity efforts with other departments within Marketing (especially promotions) to maximize effectiveness of efforts.
4. Develops a variety of external and internal marketing and publicity materials for the company including: writing and editing press releases, media kits, online content (twitter, facebook, blogs, website, etc.), brochures, speeches, and newsletters; video material development for online blogs; and park photo shoots.
5. Manages crisis communications, hard news, and issues for the company. Serves as primary spokesperson during crisis and emergency events. Maintains and implements the company's crisis communications plan. Proactively anticipates and manages hard news and issues as needed. Develops position statements and question and answer documents, obtains necessary approvals and provides information to media, guests and park associates as needed.
6. Develops and implements park's community relations program to support the community and enhance the company's image in the market. Oversees cash and in-kind donations on behalf of the company. Represents the company on various boards, committees and task forces within the community.
7. Evaluates effectiveness of all efforts on an on-going basis to fine-tune them. Innovates ... pursues and implements new ideas to constantly improve all areas of the company's operations with particular focus in PR/marketing. Stays current on trends and tactics in the appropriate professional fields and introduces those in the relevant areas of the operation as needed.

An Equal Opportunity Employer

8. Maintains and oversees operating budgets for areas of responsibility.
9. Ability to work well with other people is essential. Communicates and works closely with various groups and individuals such as the general manager, other department heads and employees, subordinates, guests, corporate staff, vendors, community organizations, news media, advertising agencies, promotional partners, and the general public.
10. Must be able to work outside in a variety of weather conditions. Maneuverability and mobility to work throughout park property is also required.
11. Good judgement.
12. Regular attendance.

ADDITIONAL JOB FUNCTIONS

1. Serves as the public relations spokesperson representative on-call.
2. Serves as the park's Marketing Officer of the Day/manager on duty as scheduled during the park operating season.
3. Proofreads and edits brochures and other printed materials for other departments.
4. Performs routine administrative/office tasks as required, including but not limited to preparing reports and correspondence, copying and filing documents, entering computer data, reviewing mail and literature, conducting and attending meetings, faxing information, etc.
5. Operates a variety of equipment such as a computer, printer, fax machine, copier, calculator, telephone, two-way radio, audio-visual equipment. Uses clerical and computer supplies.
6. Assists and/or performs duties of Park staff as necessary.
7. Performs related duties as required.

Disclaimer: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.

INTERESTED APPLICANTS FOR THIS POSITION SHOULD MAIL OR E-MAIL THEIR RESUME AND WRITING SAMPLE(S) TO JOHN TAYLOR BY 5 P.M. ON WEDNESDAY, MARCH 10, 2010.

**Carowinds Marketing Department
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