

## **PUBLIC RELATIONS AND MARKETING MANAGER**

Our ideal Public Relations and Marketing Manager candidate is a dynamic team leader with digital expertise, relentlessly proactive in identifying and executing creative ways to optimize relationships and drive guest communications.

### Responsibilities

- Evaluate customer research, market conditions and competitor data.
- Develop creative, brand-consistent marketing and public relations strategies to meet organizational objectives.
- Write and execute the company's integrated overall marketing, social media and public relations plan and budget, both annually and long-term
- Oversee marketing, advertising and promotional associates and activities.
- Establish and maintain relationships with marketing and media contacts
- Build new and innovative partnerships

### Skills required

- 5 – 7 years professional marketing experience
- Minimum level of education B/A or B/S degree in journalism, communications or marketing fields or demonstrated commensurate marketing experience
- Demonstrated ability to look at the big picture from a consumer perspective.
- In-depth understanding and experience using social media marketing
- Strong oral and written communication skills
- Experience in working with and writing for a variety of media outlets
- Proven leadership abilities
- Robust computer proficiency

### Perks

- Competitive wage
- Health & life insurance
- Employee discounts
- Admission to numerous area attractions

Download an application [here](#). Completed applications and questions can be emailed to [darlab@chimneyrockpark.com](mailto:darlab@chimneyrockpark.com)