



Marketing & Public Relations Manager

Reports to: Director of Sales & Marketing
Department: Sales & Marketing

Full Time Position

JOB Overview:

The Marketing & Public Relations Manager is responsible for handling all aspects of planned publicity campaigns and marketing of the Von Braun Center to include website, social media and print and online advertising. The Marketing & Public Relations Manager should have strong verbal and written communication skills, the ability to manage several tasks simultaneously, be self-governed and self-motivated, and possess a basic understanding of the hospitality and entertainment industry. The Marketing & Public Relations Manager is an intricate part of the management team and is expected to recognize the value and benefits of teamwork.

Primary responsibilities

- Performs related work as assigned by Director of Sales & Marketing
- Draft speeches with chief executives as needed.
- Speak publicly at interviews and press conferences.
- Maintain a positive image in the community.
- Work with local organizations in promoting positive publicity within the community and promotions of Von Braun Center sponsored events.
- Develop PR strategies, campaigns, and initiatives to improve and maintain public perception of company.
- Ensure that the website content is current and consistent with the Von Braun Center's mission.
- Maintain the website and all social media outlets including Facebook, Twitter, Instagram, etc.
- Maintain all Von Braun Center sponsored event's website and social media outlets which includes but not limited to the Von Brewski Beer Festival, Heads –n – Tails Crawfish Boil & Family Fun Festival & Expo, etc.
- Produce Von Braun Center Annual Report.
- Work closely with the Sales & Marketing Department to aid in the establishment of brochures and promotional events.
- Maintain and keep up to date the image library of the Von Braun Center.
- Respond to information queries from media and the general public.
- Write press releases as required.

- Maintain effective working relationships with local and municipal government officials and media representatives.
- Formulate policies and procedures related to public information programs.
- Compile comprehensive information about the company for the media.
- Manage communications budgets.
- Perform other duties as assigned.

Qualifications:

- Bachelor Degree from an accredited college or university.
- Communicate clearly and concisely, both orally and in writing.
- Strong computer skills in Windows environment, MS Office applications, and Adobe products.
- Ability to work a flexible schedule including nights, weekends and select holidays as required, in addition to normal business hours.
- Self- motivated with strong organizational skills