



# AMERICAN DREAM

## Public Relations Director Job Description

**POSITION TITLE:** Public Relations Director  
**REPORTS TO:** VP Marketing

**DEPARTMENT:** Marketing  
**LAST REVIEW:** November 2020

---

### KEY OBJECTIVE(S):

The main purpose of the Public Relations Director is:

Public Relations Director leads and directs the strategy of Public Relations and Influencer marketing to generate reach and engagement, build community and participation, drive traffic and B2B/B2C sales for American Dream. The position will strategically create and execute, alongside the American Dream events team, both consumer and influencer/press stunts and activations, and lead the identification and management of relationships with influencers and brand ambassadors.

### PRIMARY RESPONSIBILITIES:

- Develop media relations strategy, seeking high level placements in print, broadcast, and online media
- Develop the annual strategy for influencer engagement to support the brand objectives
- Manage agencies, where appropriate, and ensure they are reaching their KPIs
- Report directly to the VP of Marketing

#### Public Relations

- Shape American Dream's messaging and reputation through effective brand identity which creates and upholds a positive public image
- Drive consistency of brand messaging to press in a variety of areas including local media, entertainment, hospitality, retail, fashion among others
- Owning timelines and communication plans for all influencer and consumer event efforts including retail and attraction launches, sponsorship partners, etc.
- Lead cross functional relationships with Marketing, Development, Leasing, Operations/Attractions, and other key departments within the company to develop compelling stories across the varied dimensions of American Dream
- Develops and executes thought leadership strategy (talk tracks, industry appearances, trade shows, etc.) working directly with American Dream executive team
- Handles communications with influencers and partners to plan, schedule, execute, and measure influencer programs
- Maintain an active partnership with outside agencies including PR, social and advertising agencies

#### Influencer Marketing

- Create and drive consistent Influencer strategies
- Develop and manage the execution of clear and measurable Influencer plans
- Develop strategy, KPI's and proposed structure for identified influencer programs and activations
- Performs influencer outreach to potential influencers to engage and discuss opportunities and contract negotiations

Internal Communications (in collaboration with HR)

- Support the development and execution of multiple stakeholder internal communication programs
- Suggest, review, and edit content for various employee communications channels for brand voice, including a new intranet portal

**DESIRED QUALIFICATIONS:**

- Bachelor's Degree or equivalent in PR, Communications, Marketing or related field
- 7-10 years of experience
- Experience working with social engagement tools & platforms (i.e. Salesforce Social Studio)
- Exceptional written and oral communication skills
- Hospitality or Entertainment background, preferred
- Fashion background, strong sense of design, and awareness of popular culture, preferred
- Experience managing multiple budgets
- Experience with crisis communications
- Strong organizational and multi-tasking capabilities
- Media training a plus
- Consultative approach to planning and problem solving
- Strong follow up skills; strong attention to details and timelines
- Excellent relationship building and influencing skills; strong network of industry, media, influencer and professional contacts

**PHYSICAL JOB REQUIREMENTS:**

- Repetitive motion - Frequently 80%
- Sitting - Frequently 50-60%
- Walking - Occasionally 30%
- Frequent and extensive use of hands and arms below the shoulder - Occasionally 30%
- Frequent and extensive use of hands and arms at or above the shoulder - Occasionally 20%
- Lifting/Physical labor - Infrequently 20%
- Stooping and bending - Periodically 10%

---

**Employee Acknowledgment**

I acknowledge that I have read the job description for this position and that I can perform these essential functions of the job without accommodation.

---

Employee Signature

---

Date