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|  | <b>RESOURCE LIBRARY<br/>STRUCTURE &amp; ORGANISATION<br/>Job Description</b> | <i>Code:</i> 02.04.310<br><i>Edition:</i> 1<br><i>Page</i> 1 of 3 |
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## JOB DESCRIPTION

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| <b><u>Job Title:</u></b>            | Public Relations Manager |
| <b><u>Department:</u></b>           | PR - Sales & Marketing   |
| <b><u>Reporting to:</u></b>         | General Manager          |
| <b><u>Positions Supervised:</u></b> | Graphic Designer         |

### **Scope and General Purpose of Job:**

- To convey a public relations practice that is planned and sustained to establish and maintain goodwill and mutual understanding between the public and appropriate market sectors.
- To establish, position, maintain and continually improve the hotel's image through all forms of media relations.
- To coordinate internal and external marketing activities for the two properties. To implement the marketing plan working closely with Sales, Food & Beverage, Revenue, and Operations as well as ensuring that the plan is delivered within the supplied marketing budget.

### **Key Duties and Responsibilities:**

- Develops a closely coordinated programme including advertising, public relations and marketing collateral.
- Develops, implements, management and success of PR strategies in the Hotel's Marketing Plan.
- Establish photo files and biography files and image gallery for the hotels.
- Convey a public relations practice that is planned and sustained to establish and maintain goodwill & mutual understanding between the public and appropriate market sectors.
- Develops & executes promotional and brand building opportunities in conjunction with the Sales team and other departments.
- Proactively promotes Rooms, F&B including Banqueting/Conferences, or Spa and Recreational Facilities, and any other current or forthcoming activities which lead to potential sources of business.
- Ensure communication between all departments is efficient and effective to increase product/brand awareness and customer satisfaction.
- Circulate a weekly summary of media monitory press clippings and materials accepted by publications.
- Communicate any special event or family member's achievement.
- Develop excellent communication channels to both external customers, providing regular communication on promotions, events etc.
- Position the hotel's image through all forms of media relations.
- Ensure an up to date press & sales kit is maintained which clearly identifies the hotel's facilities and services, prepares promotional materials, hotel newsletters, flyers & collateral.
- Coordinates all photography for publicity use and maintain publicity and photography materials.

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- Reviews daily, weekly or periodical press publications for either positive or negative articles written about the Hotel or the Company and take all necessary forms of action to develop a positive response. All responses to press queries to be accurate and prompt.
- Coordinates internal and external marketing activities for the hotel including media coverage, community relations, corporate image, events, advertising, and campaigns.
- Coordinate strategic local/regional/international campaigns to achieve sales & marketing goals.
- Creates new business tie ups & partners.
- Liaises and coordinate with the advertising agencies and media companies.
- Produces marketing collateral from concept to final product in line with Group's corporate guidelines to build brand recall and awareness.
- Oversees the hotel collateral development to ensure feasibility, practicality, and alignment with the visual/brand standards.
- Enforces hotel's quality procedures & brand standards.
- Ensures photography is updated regularly; evaluate all filming and photo shoot opportunities.
- Coordinates advertising & marketing collateral with the ad agencies & media companies
- Oversee hotel websites & 3<sup>rd</sup> party websites to ensure they are aligned with the brand standards and update regularly to include all new relevant content.
- Executes a multitude of tasks in a timely manner.

### **Customer Service**

- Demonstrate service attributes in accordance with industry expectations and company standards
- Being attentive to guests
- Accurately and promptly; understanding, anticipating and fulfilling guest requests
- Maintain a high level of knowledge which will enhance the guest experience
- Demonstrate a service attitude that exceeds expectations
- Take appropriate action to resolve guest complaints
- Appreciate the dynamic nature of the hotel industry and extend these service attributes to all internal customers by ensuring good inter-departmental relations.
- Be able to promote the hotel products and services.
- Maintain a high level of product and service knowledge about the Hotel and portfolio of hotels.
- Ensure known repeat guests, and other VIPs receive special attention
- To display a pleasant manner and positive attitude at all times and to promote a good company image to guests and colleagues.

### **Health & Safety**

- Operate equipment using procedures learnt during training to company standards.
- To report any equipment failures or problems to the Maintenance Department.

- Demonstrate an understanding and an awareness of all policies and procedures relating to Environment, Occupational, Health, Hygiene and Fire Life Safety
- To be vigilant in the workplace and report any signs of fire related issues
- Familiarise yourself with emergency and evacuation procedures.
- Ensure all security incidents, accidents and near misses are always logged in a timely manner and brought to the attention of your line manager.
- To attend all mandatory training sessions selected by the Hotels Training Department

The above is designed to help you settle down quickly and to learn your role without delay. It is not written as an exhaustive list of your duties, as these will change from time to time depending on the business situation. It is expected of you however during the need of business changes that you show flexibility in meeting the needs of the company and the guests and help out where may be.

I agree to the duties and responsibilities as outlined in the Job Description and sign below that my direct manager has today explained this job description to me.

Name : .....

I.D. Number : .....

Signature : .....

Date : .....

\_\_\_\_\_  
Department Head

\_\_\_\_\_  
Human Resources Manager

*Once the Job Description has been explained to the employee, please sign it as the Department Head and send the original to HR. It will then be copied and sent back to the HOD for department file and employee copy.*