



HOTELS & RESORTS • RESIDENCES • RESTAURANTS • SPAS & WELLNESS

JOB DESCRIPTION (JD PRC 006)

Searching for an ambitious and high-caliber candidate to join our dynamic team.

Position Title: Regional Head, Public Relations

Location: Vienna, AT

Duties:

- ✓ Develop and implement strategic PR programs to achieve significant increases in brand awareness
- ✓ Identify key media outlets
- ✓ Develop compelling story angles
- ✓ Cultivate relationships with key business journalists in national and trade publications
- ✓ Pitch stories to both national and local media. Achieve highest visibility for in print, broadcast, TV and online media outlets
- ✓ Write clear and compelling pitch letters, press releases and by-lined articles
- ✓ Identify media trends, news cycles and spin opportunities
- ✓ Proactively manage editorial calendars
- ✓ Analyze and measure results of PR programs
- ✓ Manage budgets and campaign ROI

Minimum Competencies:

- ✓ Min. 3 years relevant professional experience
- ✓ Experience in luxury segment, ideally hotels and resorts
- ✓ Strong network of B2B, national business and trade media contacts
- ✓ Established relationships with general business, consumer and entertainment trade press/analyst/blogger communities
- ✓ Proven successes in both traditional and interactive PR channels
- ✓ Acute sense of judgment, tact and diplomacy
- ✓ Excellent written and oral communication skills
- ✓ Social Media proficiency
- ✓ BS/BA Degree
- ✓ EU nationality

Desired Competencies:

- A strong-sense of teamwork and ability to both manage AND execute programs
- Knowledge of international publications and opportunities is a plus
- Proficiency with basic computer and PR applications including Meltwater, Google Analytics, Google Docs and News Alerts, MS Office Apps (Outlook, Word, Excel, PowerPoint, etc.)
- Additional technology prowess given priority (WordPress, videoblogging)
- Voracious reader of books, news and magazines
- Avid consumer of news, politics, entertainment and pop culture
- Strong personal interest in hospitality, business issues or wellness
- Strong European press contacts
- German speaking

To apply, please send your resume, salary requirements, cover letter and writing samples by April 29th to: office@phdgroup.at with a subject heading **"Future PR Regional Head"**