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[COMPANY NAME] JOB DESCRIPTION

Position: Public Relations Specialists

Job Description:

Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

Job Tasks:

- Arrange public appearances, lectures, contests, or exhibits for clients to increase product and service awareness and to promote goodwill.
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.
- Establish and maintain cooperative relationships with representatives of community, consumer, employee, and public interest groups.
- Plan and direct development and communication of informational programs to maintain favorable public and stockholder perceptions of an organization's accomplishments and agenda.
- Prepare or edit organizational publications for internal and external audiences, including employee newsletters and stockholders' reports.
- Respond to requests for information from the media or designate another appropriate spokesperson or information source.
- Study the objectives, promotional policies and needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products and services.
- Confer with other managers to identify trends and key group interests and concerns or to provide advice on business decisions.
- Confer with production and support personnel to produce or coordinate production of advertisements and promotions.
- Prepare and deliver speeches to further public relations objectives.
- Purchase advertising space and time as required to promote client's product or agenda.
- Coach client representatives in effective communication with the public and with employees.
- Plan and conduct market and public opinion research to test products or determine potential for product success, communicating results to client or management.

Required Knowledge:

- **Sales and Marketing** -- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Communications and Media** -- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **Telecommunications** -- Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.
- **Mathematics** -- Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
- **Psychology** -- Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.
- **English Language** -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Required Skills:

- **Writing** -- Communicating effectively in writing as appropriate for the needs of the audience.
- **Speaking** -- Talking to others to convey information effectively.
- **Persuasion** -- Persuading others to change their minds or behavior.
- **Critical Thinking** -- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Active Listening** -- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Social Perceptiveness** -- Being aware of others' reactions and understanding why they react as they do.
- **Coordination** -- Adjusting actions in relation to others' actions.
- **Complex Problem Solving** -- Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- **Reading Comprehension** -- Understanding written sentences and paragraphs in work related documents.

- **Judgment and Decision Making** -- Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Abilities Required:

- **Written Expression** -- The ability to communicate information and ideas in writing so others will understand.
- **Oral Expression** -- The ability to communicate information and ideas in speaking so others will understand.
- **Oral Comprehension** -- The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Speech Clarity** -- The ability to speak clearly so others can understand you.
- **Fluency of Ideas** -- The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
- **Speech Recognition** -- The ability to identify and understand the speech of another person.
- **Near Vision** -- The ability to see details at close range (within a few feet of the observer).
- **Originality** -- The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- **Written Comprehension** -- The ability to read and understand information and ideas presented in writing.
- **Inductive Reasoning** -- The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

Job Activities:

- **Communicating with Persons Outside Organization** -- Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or email.
- **Getting Information** -- Observing, receiving, and otherwise obtaining information from all relevant sources.
- **Making Decisions and Solving Problems** -- Analyzing information and evaluating results to choose the best solution and solve problems.
- **Judging the Qualities of Things, Services, or People** -- Assessing the value, importance, or quality of things or people.

- **Establishing and Maintaining Interpersonal Relationships** -- Developing constructive and cooperative working relationships with others, and maintaining them over time.
- **Organizing, Planning, and Prioritizing Work** -- Developing specific goals and plans to prioritize, organize, and accomplish your work.
- **Updating and Using Relevant Knowledge** -- Keeping up-to-date technically and applying new knowledge to your job.
- **Communicating with Supervisors, Peers, or Subordinates** -- Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- **Selling or Influencing Others** -- Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
- **Thinking Creatively** -- Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.

I _____ acknowledge that I have read and understood this job description for the position of Public Relations Specialist.

Employee Name: _____

Date: _____

Supervisor Name: _____

Date: _____