

Position Description



Title:	Public Relations Manager	Reports to:	CMO
Team:	Marketing	Type:	Full time
Location:	Head Office – Surry Hills	Position Description completed:	June 2022

Primary Purpose of the Role

Reporting into the CMO, this role will be responsible for developing, driving and managing Global PR programs that drive awareness of, and ultimately bookings on our voyages. This includes publicity and media relations, and consumer communications. Specialist focus will be on publicity globally across our key source markets: APAC + USA + UK + French speaking markets.

Key Accountabilities

- Responsible for PR for the business globally for both consumer and trade:
 - Management and delivery of the Australian PR Plan
 - Management of UK, France based and North American PR Agencies
- Developing a media relations strategy, seeking high-level placements in print, broadcast and online media
- Prepare pitches, press briefings and write media releases and reports.
- Establish, develop and maintain relationships with journalists, agents and media stakeholders for the development and maintenance of a strong PR presence.
- Manage media inquiries and interview requests.
- Assist the team in designing and reviewing a variety of promotional and marketing materials.
- With the CMO and Expedition Team Manager, manage the allocation of special guests and specialists to strategically identified voyages designed to attract potential guests.
- Coordinate the media famil program.
- Manage media launches and interview panels.
- Monitor corporate image frequently and ensure it is in compliance with the company brand.
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Draft key communications/statements and providing guidance on how to manage more complex issues including crisis management.
- Monitor, analyse and communicate PR results on a monthly basis

Key Position Challenges

- Managing global PR Agencies and adhering to core PR strategy.

Capabilities for the Role

Capability	
Communication	Exceptional written and verbal communication skills across all levels and to a diverse group of stakeholders. Exceptionally strong writing style.

Position Description



Adaptability	Ability to adapt and thrive in a fast paced an evolving environment. High judgement especially in narrow timeframes. Remains calm under pressure.
Negotiation	High level of interpersonal, presentation and negotiation skills and capacity to manage media interviews
Problem Solving	Looks for and implements solutions to complex problems and assists others to do the same. Skilled in applying creative problem-solving skills.
Project Management	Ability to plan, manage and work in project teams, delegate effectively and prioritise project deliverables utilising contemporary project management practices. Strong organisational skills, ability to manage competing priorities and proven ability to hit deadlines.
Relationship Management	Ability to build strategic working partnerships and networks to maximise the effectiveness of PR. Excellent stakeholder management skills. Able to work effectively with a wide network of people internal and external to the company. Approachable with a collaborative approach.
Strategy	Strong strategic mindset, customer curiosity, and a results-driven focus.
Leadership	Strong leadership skills - a team player, high work ethic and ability to demonstrate a strong value set. Proven success in combining a hands-on approach with a positive attitude. Lead by example with a growth mindset and a strong desire to get things done.

Experience and Qualifications

Essential

- PR and/or journalism experience and capacity to develop, implement and evaluate strategic publicity and media programs.
- Substantial experience in publicity and media relations and stakeholder communications particularly in relation to travel and tourism.
- Experience in managing public relations activities and accounts globally.
- Experience in the travel industry (with proven contacts) working with senior level media in Australia.
- Skills and capacity to manage and motivate agency partners globally.
- Bachelor's degree in Journalism/Communications required.
- Creative thinking with the ability to develop fresh concepts for generating media coverage

Key Relationships

Who	Why
Internal	
CMO	Direct report

Position Description



CEO	Events and PR Opportunities
External	
Journalists	
Global PR Agencies	

Direct Reports

N/A

Authored By:	Carolyn Wiseman	Date:	June 2022
Approved By:	Hayley Peacock-Gower	Date:	June 2022
Last Updated By:		Date/Time:	