**Public Relations Coordinator**

**Westminster Canterbury on Chesapeake Bay**

3100 Shore Drive Virginia Beach, VA 23451

**JOB DESCRIPTION**

The Public Relations Coordinator reports to the Director of Sales and Marketing and is responsible for coordinating all aspects of public relations, internally and externally, as they contribute to the marketing and development of Westminster-Canterbury as well as supporting various marketing initiatives. In support of the Public and Community Relations efforts at WCCB, the Public Relations Coordinator will Plan, create, and implement Corporate Public Relations Plan for the community as agreed upon by Director of Sales and Marketing.

**RESPONSIBILITIES**

* Ensure the appropriate files of brands and logos for WCCB and all product lines are delivered to vendors for use in communication materials being created on the company’s behalf.
* Cultivate relationships with key journalists in appropriate media outlets and maintain good relationships with the public media including local advertising firms and national magazines and newspapers. Consult with external specialists regarding Public Relations and public interviews.
* Develop compelling story angles and pitch stories to media outlets, achieving the highest visibility in print, broadcast and online. Write clear and compelling pitch letters, press releases, and by-lined articles including feature stories, business announcements, and community event notices.
* Create, write and distribute quarterly newsletters/magazine to residents and prospects. Develop and write stories for the WC Blog, Face Book page and website. Write and deliver public announcements for WCCB.
* Supports the Director of Sales and Marketing on communications matters relating to Public Relations and acts as a speaker for the community.
* Assist in creation of collateral materials as needed in Marketing and other departments to ensure the brand image is being presented. Establish and maintain a media library of photographic, video, logos, collateral and other visual and written assets.
* Set goals and priorities for public relations activities as agreed upon by Director of Sales and Marketing.
* Prepare analysis reports on the industry.
* Plans and directs all special events related to Public Relations and assists with marketing activities as needed.
* Support in product launch events, marketing campaigns and advertising programs.
* Prepare and execute promotional campaigns.
* Assists in obtaining, directing and mentoring public relations interns to help promote WCCB’s public relations plans.
* All other duties as assigned.

**QUALIFICATIONS**

* A related college degree
* Three years’ experience in the areas of Marketing and Public Relations.
* Excellent written and verbal communications skills.
* Demonstrated proficiency in office software products, such as Microsoft Office (Excel, Word & Power Point).
* Publishing software (Adobe Photoshop & Illustrator) preferred.

**BENEFITS**

* Health & Dental Available Day 1 for new employees!
* Dental Insurance
* Life Insurance
* Long-term Disability Insurance
* Medical Insurance
* Short-term Disability Insurance
* Employee Assistance Program
* Retirement Plan with employer match
* Paid Time Off (PTO)
* Employee Discounts
* Excellent Advancement Opportunities
* Scholarship Program for Employees/Family Members
* Tuition Assistance
* Six paid holidays
* Vision