

# RAZOR USA

## Job Description Form

**Position Title:** Director Public Relations

**Reports to:** VP of Marketing

**Department:** Marketing

### Overview of Position:

**This is a temporary position with the goal of researching PR agencies and developing and directing the RFP process in addition to the responsibilities outlined below. For the ideal candidate there may be the potential for this to become a permanent position.**

Manage all public relations and social communications activities, outside agency(s) and staff to effectively increase brand awareness, engagement, company reputation and launch new products; including strategy development and execution, media relations, trade relations, reputation management, developing press materials and internal reporting.

### Role/Responsibilities:

Develop strategy and content calendar
Develop PR agency RFP and research, recommend new agency partners
Develop and manage budget
Pitch media / conduct media relations <ul style="list-style-type: none"><li>Daily correspondence via telephone and e-mail with key consumer print and broadcast media in the U.S.</li></ul>
Reputation management <ul style="list-style-type: none"><li>Evaluate potential situations that affect company reputation among press and consumers; recommend strategy and execute tactics</li></ul>
Trade relations <ul style="list-style-type: none"><li>Liaise with trade and industry organizations to ensure the company attains and maintains a high profile within the sporting goods and toy industries</li></ul>
Writing <ul style="list-style-type: none"><li>Write press releases, product descriptions, bios and pitch letters</li></ul>
Reporting <ul style="list-style-type: none"><li>Provide status reports, media coverage reports, and PR updates to the sales force</li></ul>
Support sales efforts <ul style="list-style-type: none"><li>Effectively communicate PR results for increased sales, provide media materials for tradeshow, present PR updates at sales meetings</li></ul>

### Specific job skills/Core Competencies/ Experience/Education:

**Relevant job skills include:** Strategic PR planning, strategic social platform integration and planning, strategy development, budget development, media relations, media pitching, act as spokesperson, AP style writing, creative, organized, aggressive, multi-tasker, comfortable working independently, agency/team management

**Core competencies include:** Shape strategy and provide direction, think strategically, make sound judgements, communicate effectively, establish plans, manage execution, know strengths and limitations, manage time effectively, persistent and results oriented, know the business and organization, foster teamwork, delegate appropriately

**Experience/education required:** Demonstrated five to eight years' experience in public relations. Prior experience in consumer brands and product launches. Bachelor's degree in public relations, communications, journalism or English.

Please send resumes along with recent writing samples to:

[resume@razorusa.com](mailto:resume@razorusa.com)