

Intrepid Group

FULL TIME – PUBLIC RELATIONS COORDINATOR

We are seeking a Public Relations coordinator to help drive brand awareness through North America media. We are looking for somebody who is highly motivated, hardworking and personable. You understand the importance of customer-service, have a keen attention to detail and are not afraid to think outside of the box or put new ideas forward.

You love to travel the Intrepid way and you are excited to help us grow our brands within North America. The team you are joining is small, but we're all about BIG ideas and making things happen. You'll occasionally work long hours, but you'll be surrounded by a team that is there to help and support you. You will report into the Communications Manager but also work closely with the North American Marketing team in Toronto and Petaluma, California, as well with a global PR team.

Effective for: FY 2017

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Communications Manager
POSITION TITLE:	Public Relations (PR) Coordinator	DIRECT REPORTS:	None
DEPARTMENT:	Marketing, North America	LOCATION:	Toronto

POSITION PURPOSE:

The Public Relations (PR) Coordinator role is responsible for providing administrative and creative marketing support to the PR, social media and communications team in North America. This involves writing press releases, organizing media trips, pitching editors and journalists, identifying new media opportunities and reporting on results. The PR Coordinator will work closely in the development and execution of multiple PR strategies and activations across multiple Intrepid Group brands.

The PR Coordinator will execute key priorities including:

1. Drafting press releases on new trips, activations and initiatives using current trends and booking data
2. Closely monitoring the editorial calendar and identifying news opportunities
3. Tracking and reporting on media coverage
4. Working with journalists and editors on arranging press tours
5. Seeking out new editorial outlets and opportunities
6. Constantly pitching Intrepid Group brands both reactively and proactively

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree, preferably focused on journalism, communications, marketing, media or a related field
- 1-2 years media relations and comms experience
- Excellent written and verbal skills specifically writing press releases and pitches
- Strong multitasking skills and the ability to manage multiple media projects
- Basic knowledge of the travel industry on both the consumer and trade side



OTHER SKILLS AND ATTRIBUTES

- Strong understanding of the North American news cycle
- Fast learner and highly adaptable
- Keen attention to detail
- Very organized and thorough in planning and reporting
- Ability to identify opportunities and think quickly and strategically about trending news
- A flexible approach and a willingness to work nonstandard business hours
- An understanding of and belief in Intrepid Group's core values & style of travel

OPERATIONAL ACCOUNTABILITIES OF ROLE	• BENCHMARK MEASURE
Press release writing and pitching	<ul style="list-style-type: none"> • Effectively write in a media voice for trade press releases • Draft newsworthy releases based on trends, product and industry expertise • Craft quality, individually tailored media pitches
Managing an editorial calendar	<ul style="list-style-type: none"> • Identifying key editorial opportunities based on events, anniversaries, commemorations and other annual events • Working ahead of the editorial calendar to have pitches and releases ready in advance
Organizing media tours	<ul style="list-style-type: none"> • Working closely with the sales team to manage all press trips and media tours including flights, transfers and additional requests
Reporting	<ul style="list-style-type: none"> • Build a reporting system for all press coverage based on specific tracking metrics • Update the report daily and send weekly highlights internally • Create a monthly report on all coverage and media highlights as part of the marketing report
Fostering new media opportunities	<ul style="list-style-type: none"> • Seek out new media opportunities and writers whose value and vision align with Intrepid

HOW TO APPLY:

1. **Cover letter:** Please tell us briefly about your public relations experience and why you want to join the Intrepid team.
2. **Resume:** Please submit your resume outlining your past experience and relevant education.

All applications must be sent to Michael Sadowski, Communications Manager at michael.sadowski@intrepidtravel.com no later than Wednesday June 7. 2017.