

Public Relations + Content Manager, The Wharf

JOB DESCRIPTION

Are you looking for an opportunity to work where you play? Well, we may be right for you! The Wharf at Orange Beach, Alabama, is the Gulf Coast's most inviting shopping and dining destination with exciting entertainment and event options.

We're in the people business, and we are looking to add a fun, friendly and outgoing PR guru to the crew to keep media, bloggers, tourists, residents, target audiences and other individuals in the know on all things related to The Wharf! As the Public Relations + Content Manager, you will become the voice of The Wharf and play vital role on The Wharf's Marketing team, assisting in decision making, planning, campaign building, media outreach, brainstorming, storytelling and more.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Engage our audience by creating a strategy that utilizes relevant and compelling content.
- Develop an understanding of the voice required to speak to our target audiences, and learn the identity, demographic and defining features of that audience.
- Writing projects to include press releases, media pitching, radio scripts, website blog, eblast copy, special event descriptions, website copy and others.
- Manage the publishing of press releases and media alerts.
- Excellent proofreading skills will be needed for reviewing social media posts, company-wide newsletters, memos, presentations and other copy.
- Schedule and create talking points for media appearances. Field media requests.
- Develop and manage relationships and maintain contact databases.
- Serve as a community liaison at various functions and meetings as needed.
- Set public relations strategy based upon overall marketing objectives.
- Recommend techniques to improve the company's public image.
- In partnership with the management team, you will be assisting in crisis management to ensure the integrity of the company's crisis plan.
- Periodically reviews website and other interactive properties and recommends content updates.
- Monitor and respond to customer comments on review sites (Google, TripAdvisor, Yelp!, etc.)
- Occasional special event support.
- Monitor, measure and report success of campaigns.
- Assisting larger scale creative projects such as brand videos, brochures, property signage and more as needed.

REQUIREMENTS

- Strong creative writing skills. Superior communication skills, both verbal and written.
- Excellent understanding of Associated Press Stylebook.
- Understanding of social media platforms, a plus.
- Extensive knowledge of media landscape/evolving communications environment.
- Outstanding writing, editing, grammar, and research skills.
- Strategic thinking, creativity, strong attention to detail and accuracy.
- Excellent computer skills, specifically MS Office products (Excel, Word, Outlook, PowerPoint). Also, media monitoring and email marketing services.
- Ability to thrive and work effectively as part of a small team in a fast paced and rapidly growing environment.
- Tech-savvy with an ability to master software easily.
- The ability to prioritize and organize multiple projects, meet deadlines, problem-solve, manage time, and multi-task.
- Commitment to excellence.
- Willing to work irregular hours including nights, weekends, and holidays as needed.
- Be proactive, reliable, responsible and accurate with an attention to detail.
- Possess the ability to keep information confidential.

GENERAL QUALIFICATIONS

Bachelor's degree in Public Relations, Communications or equivalent; 5+ years' experience and/or training involving media monitoring analytics, copywriting; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job. This is not an entry-level position.

TOP SKILLS + PROFICIENCIES REQUIRED

Upbeat and outgoing personality; People oriented and servant leader mindset; Excellent verbal and written communication skills; Understanding of AP Style; Documentation skills; Listening skills; Ability to Multitask; Resolving conflict; Positive attitude; Attention to detail; Excellent problem-solving skills; Patience; Organizational skills; Ability to work under pressure; Utilizes advanced computer skills including word processing, spreadsheet, website maintenance, social media platforms and software programs; Ability to work in a fast-paced, ever-changing environment

HOURS

Monday-Friday - 8 a.m. – 5 p.m.; Some weekends, holidays and late nights required; This is a full-time, in-office position in Orange Beach, Alabama.

HOW TO APPLY

To apply, please email a cover letter, resume and writing samples (AP Style), to The Wharf's Marketing + PR Director Sheena Mizell at sheenam@alwharf.com. Pay will be based on experience. Competitive benefits available.

ABOUT THE WHARF

Located in beautiful Orange Beach, Ala., The Wharf is an official entertainment district with hundreds of family friendly events throughout the year. Enjoy shopping, drinks and dining at our 60+ unique stores, bars and restaurants. Stay onsite at the SpringHill Suites by Marriott hotel or Levin's Bend Condominium, catch a movie at the 15-screen AMC Theatre, experience a trip around one of the Southeast's largest Ferris wheels, take a train ride down Main Street, grab a game of mini golf, explore all that nature has to offer on a boating excursion or catch a nightly SPECTRA Laser Light Experience show — the options are endless. The 10,000-seat Wharf Amphitheater hosts a variety of well-known entertainers, and The Wharf Marina is home to some of the largest in-water boat shows and saltwater fishing tournaments on the Gulf. Come join the fun. It's Wharf Season. For more information or to book a reservation, visit alwharf.com.