

Public Relations Specialist

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Phone :

Web :



Job Summary

Vacancy :

Deadline : Jan 01, 1970

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Employment Status :

Experience :

Salary :

Gender :

Career Level :

Qualification :

Job Description

Summary: Rosen Hotels & Resorts is actively recruiting a public relations rock star for an amazing opportunity to grow within one of Orlando's iconic institutions known for its generous benefits, community leadership, work-life balance, and unmatched industry service. The Public Relations Specialist supports all PR activities for Rosen Hotels & Resorts, its subsidiaries, and the philanthropic entities associated with the Rosen brand. This position requires the ability to tell a story and drive relevant content across multiple mainstream media – print, digital, broadcast, and social – to increase brand awareness and appreciation among external and internal audiences. The PR Specialist will work to build relationships with journalists, PR counterparts and other influential contacts and develop new, creative ways to garner media coverage. This position reports to the Public Relations Manager and will be based at our Operations Center.

Responsibilities: Able to build effective relationships with news media, business partners, senior leaders, PR counterparts and other influential individuals within our community. Proven content creation skills that include authoring or co-authoring news releases, company announcements, advertorial content, awards entries, social media, media kits, video scripts, speeches, articles and photo/video asset development. The ability to identify and produce content highlighting company leaders is essential. Assist in the development of story ideas and pitch to local, regional, and national consumer media, as well as select trade media. Capable of managing constantly changing work priorities in a deadline-oriented, time-sensitive environment that requires flexible availability. This includes morning, evening and weekend opportunities. Skilled at identifying new technologies, trends and innovative opportunities to advance communication. Ability to regularly use independent judgment, discretion, and analytical skills to problem solve. Ability to work as part of a team with senior leadership and staff. Serve as secondary contact for media requests on behalf of Rosen Hotels & Resorts, Millennium Technology Group, RosenSure, RosenCare, Harris Rosen Foundation, Rosen Parramore PS8 Foundation, Tangelo Park Foundation, Adam Michael Rosen Foundation, Rosen Aquatic & Fitness Center and any future RHR endeavors. Works closely with the leisure arm of the company to increase awareness of the brand and reach throughout all markets by creating a PR strategy that aligns with the company's business goals. Assist with content for websites, magazines, social media, paid media, and internal communication pieces for all branches of the company while focusing on the leisure brands. Work in partnership with PR Manager and human resources on internal communication campaigns, community relations initiatives, organizational successes and milestones, and major associate accomplishments. All other duties as assigned.

Experience/Qualifications: 3+ years of demonstrated experience in public relations or corporate communications. Must have excellent written and oral communication skills. Familiarity with AP style is also recommended. Must possess proficient computer skills including, but not limited to, project tracking and reporting, document processing, spreadsheets, and presentation software. Experience with media tracking software like Muck Rack, Meltwater, Cision and TV Eyes is a plus. Hospitality experience preferred. Bilingual is a plus. Must be able to legally work in the USA. Education and

Certification(s)/License(s): Bachelor's degree in public relations, journalism, communications or related field

Discover Life at Rosen: Your career is here in our diverse and friendly workplace where your individuality and ideas are valued. Our company of more than 3,000 associates thrives on teamwork and ingenuity. It is this team who makes Rosen Hotels & Resorts® in Orlando one of Florida's most respected hospitality companies to work for. **Benefits Our Associates Enjoy:** Affordable Health and Dental Insurance On-site Medical Center Competitive Compensation Holiday Pay Paid Vacation Paid Personal Days Tuition Reimbursement Higher Education Scholarships 401(k) Retirement Savings Plan Childcare Financial Assistance Hospitality and Dining Discounts Family Outreach Center and Many More Benefits Excellent career opportunities, extensive and innovative benefits, and personal enrichment reward our associates' commitment to quality and service. The result is a level of employee longevity unique in the hotel industry. We are proud to be an equal opportunity employer and a drug and nicotine-free workforce.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
