



POSITION TITLE: Senior Public Relations and Programs Specialist **UPDATED:** January 2019

GRADE: (E)

FLSA STATUS: Exempt

REPORTS TO: Director of Marketing and Program Development

POSITION SUMMARY

Responsible for public relations support for the marketing department, responding to media inquiries, filming requests and trademark use licensing. Develop and manages strategic partnerships with internal and external stakeholders, partners and groups to benefit PDA programming and marketing goals. Participates in other marketing efforts that promote Market businesses and events through writing, copy editing and project management.

ESSENTIAL FUNCTIONS

- Strong PR experience that will help you build and maintain a positive public image for the Pike Place Market. Create media, from press releases to social media messages that shape public opinion of the Pike Place Market and increase awareness of our brand.
- Must have a strong writing background as you will assist with copy writing and editing. You will develop written content for a wide variety of Market programs including but not limited to, farmers markets, craft market, special events, education program, visitor guides, and advertising campaigns.
- Respond and engage with news media from around the globe, arrange visits, schedule interviews, educate and provide materials to reporters, editors, writers from various media
- Develop and manage partnerships within the Market community to advance goals of the PDA's program and marketing goals such as increasing farm sales; develop and manage key partnerships with external stakeholders, partners and advocates to create events, programs and beneficial partnerships
- Manage filming/photography use and permitting in Market common areas, for anything other than personal use. Establish and quote fees; set annual revenue targets. Review applications for appropriate use and potential impacts. Authorize projects based on potential promotional value for Market while upholding authenticity of Market brand and mission.
- Plan and coordinate Pike Place Market's special events and promotions, working closely with PDA staff, consultants, government agencies, vendors and others to manage event logistics and marketing. Secure all necessary event permits.
- Serve as primary staff contact during Market events and promotions, ensuring that events and promotions run smoothly. Prioritize customer and tenant needs during events and help solve or mitigate problems that may arise.
- Consult with and inform other staff and tenants as needed, negotiate details, lead technical scout/tour or property, prepare filming agreement and invoice. If appropriate, provide permission and monitor use of trademarks. Deny projects not appropriate to

Market brand or feasible on Market property. Respond to unpermitted filming/photography and unauthorized use of Market images.

- Work closely with Marketing Director to review and coordinate trademark and licensing initiatives.
- Oversee internal PDA logo use. Prepare templates and documents for staff use. Review staff requests for logo use to determine if appropriate to our brand and provide artwork.
- Oversee Co-op Advertising Program. Promote program to merchants, verify/document participation, authorize reimbursement, track budget.
- Assist Director with budget planning and implementation. Analyze monthly variance report and provide written comments for Director and Accounting.
- Attend Managers' Meeting to stay apprised of operational activities and provide communications support.
- Other duties as assigned by Supervisor.

WORK ENVIRONMENT/PHYSICAL DEMANDS:

Work is performed in a busy office setting. Requires a valid WA State Driver's License. Must be ambulatory, walk long distances, operate a phone, keyboard and computer, and operate light audio/visual equipment. Immediate work area is shared with other personnel and the room itself has other department offices in close proximity separated by partitions. Work environment is fast-paced and requires the ability to work under pressure.

TECHNICAL REQUIREMENTS:

Knowledge of Windows based Computers, Familiar and Beginner level expertise of Adobe Creative Suite (comfortable with Photoshop and Illustrator at minimum). Microsoft Proficient (Outlook, Word, Excel, and PowerPoint). Experience with Mail Chimp, WordPress, and Social Media Platforms.

QUALIFICATIONS:

Bachelor's degree in Communications, Public Relations or related field required. Knowledge of a variety of software programs such as InDesign. Must have excellent interpersonal, written and verbal communications skills and the ability to deal effectively with diverse groups of people.

The Pike Place Market PDA is an equal opportunity employer and encourages applications from persons of diverse backgrounds and perspectives.