

# PUBLIC RELATIONS/ MARKETING COORDINATOR

Reports to: Director of Marketing

Salary: \$45,000



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Public Relations/Marketing Coordinator for ACE/SnF is responsible growing, shaping, and maintaining the ACE/SnF mission, reputation and brand, identifying media opportunities, maintaining existing media relations, promoting positive public awareness of the company through external communications and supports efforts of the marketing department to carry out marketing campaigns and content creation.

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## RESPONSIBILITIES INCLUDE:

- Write and edit all press releases, blog posts, social posts and sponsor content.
- Create and assist in key word management.
- Develop and steward relationships with media, identify media opportunities, and conduct outreach.
- Identify stories to feature in various communication channels to help engage others in the ACE mission.
- Seek new opportunities for CEO speaking opportunities.
- Plan, write and schedule all social media content for Aerospace Center for Excellence, SUN 'n FUN Aerospace Expo and Florida Air Museum social media channels. Assist in graphic design support for social media channels.
- Assist in creating content for print and digital marketing.
- Assist in email marketing and communications around events, volunteer outreach and general brand awareness, engagement.
- Manage collecting content for monthly e-newsletter to subscribers.
- Assist in communication and promotion of marketing campaigns.
- Ensure consistent brand awareness.
- Assist in overseeing media credential requests and media operations during the annual SUN 'n FUN Aerospace Expo.
- Assist in event promotion of year-round campus events.
- Assist in managing website.

## REQUIREMENTS:

- Excellent writing, communication, and presentation skills.
- Experience creating content and developing communications using online marketing platforms.

- Ability to effectively interface with senior management, volunteers, board members, guests and media representatives.
- Associate's degree in Public Relations, Marketing or Communications.
- 3+ years of experience in Public Relations and/or Marketing.
- Proficient in Adobe Design Suite.
- Proficient in a Microsoft Office Environment.
- Proficient in email marketing and database management such as Constant Contact.
- Knowledge of traditional and digital marketing, content marketing, and social media marketing.
- Familiar with content management systems such as WordPress.
- Experience working with budgets.
- Ability to work in a fast paced, deadline-oriented work environment.
- Graphic design skills.
- Experience in analytics and reporting.
- Solid organizational skills and detail oriented.
- Commitment to and a passion for the mission of The Aerospace Center for Excellence.
- Ability to work an 8+ hour work week.
- Aviation knowledge is not required but is helpful.

#### FULL TIME BENEFITS:

- 403 (B)
- Accrued paid time off
- Health, dental and vision insurance
- Life insurance
- Christmas Club contributions
- Flexible work environment
- Florida Air Museum Membership
- Annual SUN 'n FUN Ticket Package
- Access to Florida Attractions Share Program