



DIRECTOR OF PR/COMMUNICATIONS

Director of PR/Communications, leads the development and execution of our public relations strategy and related programming to advance the ACE and SNF missions. The Director provides effective communication to the public, news media, the aviation industry, and other constituents by promoting positive public awareness of the company through numerous media outlets and other channels.

JOB RESPONSIBILITIES:

- Directs all public relations activities for ACE/SNF including media relations, crisis preparedness and management, social media creation and management
- Consults with other departments on external brand activities (i.e., partnerships, sponsorships) to ensure alignment with overall ACE/SNF positioning
- Develops, implements and administers public relations programs directed toward external stakeholders, the press and industry audiences
- Develops public relations policies responsive to corporate objectives, with the chief goal of promoting the organization's messaging to those audiences.
- Reviews company materials intended for public release to ensure they represent the best interest of ACE/SNF and are consistent with public relations objectives and policies
- Acts as ACE/SNF spokesperson at promotional events (e.g., press events, speaking engagements, industry conferences, etc.)
- Prepares executive leadership for press engagements including interviews, speaking opportunities, awards ceremonies etc.
- Responds to and manages all media inquiries
- Drafts press statements on behalf of ACE/SNF to be broadcast through print, digital, and televised media sources
- Proactively develop compelling stories that align with the ACE/SNF missions
- Work with media outlets and partners to identify, pitch and secure positive stories with trade publications and consumer outlets
- Stay up to date on aviation trends, industry news and issues that directly and indirectly affect ACE/SNF; analyze and distill meaningful insights from media coverage
- Write, edit and proofread content for corporate websites, press releases, media alerts, press content, e-newsletter, impact reports, print and digital marketing
- Assist in email marketing and communications around events, volunteer outreach and general brand awareness

- Create, 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.
- Oversee media credential requests, media operations and photographer operations during the annual SUN 'n FUN Aerospace Expo
- Oversee the development of entries, submission, and promotion of awards that recognize ACE/SNF

QUALIFICATIONS:

- Bachelor's Degree in Public Relations, Journalism, Communications or related field; or an equivalent combination of education and experience sufficient to successfully perform the key accountabilities of the job required
- 5+ years progressive and integrated communications and public relations experience required
- Strong media contacts and relationships, with a record of success in securing media placements in top-tier trade and consumer publications
- Strong business acumen of marketing, digital and media trends and the ability to translate complex concepts into compelling narratives for a wide range of audiences
- Proven aptitude to solve problems; savvy in navigating and resolving complex situations with speed
- Critical thinker – asks probing questions and anticipates and proactively addresses gaps/needs
- Ability to foster relationships and maintain connections internally and with external partners
- Extremely detail oriented with ability to manage and execute multiple projects
- Experience and confidence in working with executive leaders
- Excellent writing skills are mandatory
- Fluency in major social media platforms (Facebook, Instagram, LinkedIn, Twitter) and familiarity with a variety of PR and social media tools and metrics preferred
- Experience with media databases and monitoring tools
- BS / BA degree or equivalent years' experience