



**Position Title:** Public Relations Manager

**Reports To:** Director of Sales and Marketing

**Supervises:** Support Staff

**Location:** **Mandarin Oriental, Las Vegas**

**Areas Covered:** Public Relations/Communications

---

### **The Company**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels and resorts. The Group now operates or has under development 41 hotels with more than 11,000 rooms in 25 countries in key business and leisure destinations.

### **From the General Manager: Our Vision**

Opening in early December 2009, Mandarin Oriental, Las Vegas will be a sophisticated sanctuary of modern elegance at the heart of the Las Vegas Strip. Ideally located at the entrance of CityCenter, the 47-story, non-gaming hotel is poised to bring spectacular accommodations, superlative dining, an unparalleled spa, and the legendary service of the renowned Mandarin Oriental Hotel Group to Las Vegas for the first time.

Designed by the award-winning architectural firm Kohn Pedersen Fox, with contemporary interior design by Adam D. Tihany, Mandarin Oriental, Las Vegas offers 392 spacious and luxuriously-appointed rooms and suites and 227 residences. The hotel's impressive "Sky Lobby" is located on the 23<sup>rd</sup> Floor, providing a stunning arrival experience with glittering views over the Las Vegas skyline.

A host of stylish dining venues will be offered at Mandarin Oriental, Las Vegas, including a celebrated signature restaurant, an all-day dining establishment, and located on the 23<sup>rd</sup> floor, the *Mandarin Bar* with stunning views setting the backdrop for a night on the town.

Mandarin Oriental Las Vegas' success will be through its people. Care and attention has been taken to provide the best possible facilities for our colleagues. It is the hotel's commitment to provide our colleagues with the best possible training and opportunities to grow within the hotel and the organization. The Colleague Restaurant has natural sunlight and has been designed in the same manner as that of our guest areas. It will be our endeavor to create a very dynamic and caring culture and our colleagues can look forward to a nurturing and progressive work environment.

### **Strategic Intent**

It is the mission and intent of the incumbent to support the Communications/PR Department's goals and objectives under the direction of the Director of Marketing and Communications. This



function includes liaising with local, domestic and international media to build and increase awareness of the brand in print in all media outlets including traditional and on line media.

### **Scope of Position**

It is the mission and intent of the incumbent to be responsible to maximize marketing opportunities and media exposure through all channels. Support all functions of the hotel's communication/public relations efforts to help build, maintain and enhance the awareness and profile of the hotel; and to represent and protect the image of the brand in all media outlets.

### **Organizational Structure**

The incumbent will report directly to the Director of Marketing and Communications in regards to public relations, e-commerce activities and social media.

### **Duties and Supporting Responsibilities**

Major responsibilities:

#### **Communications and Public Relations**

- Work closely with the Director of Marketing and Communications on outreaches to print on line & broadcast journalists (liaising with other hotel departments to generate story ideas, compiling pitch list, writing/editing/distributing press releases, reviewing monthly editorial calendar, etc.)
- Field individual media inquiries (screen outlets, negotiate for coverage, extend complimentary hotel experience as deemed appropriate)
- Screen photo/TV/film shoot inquiries that are editorial-related, negotiate for coverage, and supervise shoots accordingly (negotiate provisions of the shoots & issue shoot advisories)
- Set-up media interviews with representatives as deemed appropriate
- Produce comprehensive itineraries for press groups & co-host with Director as needed. Entertain journalists for walk-throughs and meals on an individual basis
- Produce monthly PR report for submission to MOHG
- Produce monthly spa clip report to Group Spa
- Produce & maintain inventory of hard copy press kits as well as update online press kit
- Update & edit press releases as needed
- Maintain all PR files (electronic and otherwise), including MONYC media archives (individual press clip files, press clip compilations, b-roll inventory, broadcast coverage).
- Produce press clips for distribution to hotel departments (and maintain electronic file)

#### **E-Content**

- Update property website. Primarily, maintain high standard of existing content, and research & strategize ideas for new content (guest services, news, offers, etc.)
- Liaise with F&B, Spa, and other hotel departments to generate new content for website
- Manage input of all copy on the hotel-specific website



- Conduct benchmark research on other hotels' online tools and activities (research and analyze industry best practices and initiatives)
- Research travel-related sites to identify opportunities to enhance online presence (offer feedback on relevant new products and innovations)

### **Social Media Content**

- Write and edit social media posts
- Build and execute social media marketing campaign and tactics
- Identify opportunities and share learning to business areas as appropriate
- Project manage cross functional initiatives
- Daily listen, monitor and coordinate responses to social media posts
- Develop, monitor and report measures for social media sites
- Research, monitor and report on social media best practice
- Use social media during key events (e.g. Twitter, Pinterest, Four Square)

### **Collateral and Gift Development**

#### Photography

- Assist with coordination of photography sessions for the hotel, including on-site supervision
- Ensure filing systems and photographic library are maintained in good order and fulfil press requests for images

#### Collateral Production

- Powerpoint development for corporate presentations
- Assist with the production of existing collateral and the development of new materials

Control inventory and stock of all collateral, including press kits

### **Requirements**

#### Mandatory:

- Excellent written and verbal English skills
- Excellent communications skills
- Excellent organization skills and the ability to multi-task and prioritize accordingly
- Must hold an undergraduate degree or equivalent in a relevant field (communications, public relations, marketing, hotel)
- Very computer literate (Microsoft Word, Excel, PowerPoint, Access + basic knowledge of computer/IT hardware and software infrastructures & programming)
- Very Internet savvy (knowledgeable of various online tools & resources)
- Social Media Savvy – Knowledge of maintaining Facebook pages and posts. Knowledge of Twitter, Four Square, Pinterest, Instagram. Can post or blog with ease. Can interpret marketing initiatives and create appropriate postings for social media outlets.
- Has a passion for Social media.



- A minimum of two years of public relations experience (writing, pitching, report-generating)
- Strong knowledge of the public relations field, specifically media relations

Desirable:

- Event experience
- Previous experience and knowledge in the same field in the luxury hospitality industry is an advantage.