Job Title: Public Relations/MarCom Coordinator

About PPAI
Founded in 1903, the Promotional Products Association International (PPAI; ppai.org) is the world’s largest and oldest not-for-profit association serving more than 15,700 corporate members of the $23.3 billion promotional products industry, which is comprised of more than 40,500 businesses and a workforce of more than 500,000 professionals. PPAI represents the industry in Washington, D.C. and advocates on its behalf. PPAI operates The PPAI Expo, the industry’s largest trade show; provides the leading promotional products safety and compliance program; offers a prestigious professional development and certification program; and publishes industry trade journals and periodicals. The multibillion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. For more information, visit PPAI.org or Twitter @PPAI_HQ, Facebook, Instagram.

Location:
Irving, Texas

Full-Time/Part-Time
Full-Time; Non-exempt
Hours: 8:30 AM to 5:30 PM

Travel:
10 percent

Job Summary
This position works closely with association staff and interfaces with industry stakeholders to generate industry and business-to-business awareness and support through media, public relations, marketing and advertising. This position reports to the Communications and Branding Manager to develop and implement strategic public relations and marketing plans to achieve the association’s goals and objectives.

The qualified candidate will assist with the creation, management, and implementation of public relations and marketing communications campaigns with the goal of enriching the association’s position within the industry and among business-to-business audiences.

Essential Duties:
▪ Assist with planning public relations programs designed to create and maintain a favorable public image for the association.
▪ Develop and maintain professional relationships with news media contacts.
▪ Coordinate graphic design and production of collateral; printed and promotional materials; as well as web content.
▪ Assist in the content curation, production and distribution of the association’s annual report to stakeholders.
▪ Create marketing and promotional materials, both print and electronic.
▪ Work with in-house production and external media to assure timely digital, programmatic, broadcast and print ad submissions.
▪ Copyedit, proofread, and revise communications.
▪ Produce and launch email marketing campaigns.
▪ Recommend, implement and maintain website design and operation.
▪ Support facilitation and delivery of education courses and materials.
▪ Work with manager to schedule timely workflow of in-house and external project production.
▪ Promote the industry through public relations and marketing initiatives.
▪ Assist in the development of marketing communications campaigns.
▪ Assist in the creation of thought leadership presentation materials.
▪ Create and distribute press releases, media relations content, case studies, white papers, executive bios, executive blog content, social media content, and speaking proposals.
Monitor and research traditional and social media coverage and industry trends.
Assist with social media post creation, scheduling, posting and monitoring.
Develop story/pitch ideas.
Conduct extensive media outreach.
Prepare briefing materials.
Coordinate event scheduling and logistics for conferences, trade shows, and press interviews.
Manage information.
Help to clarify the organization’s point of view to their main constituency.
Prepare committee agendas and reports, take minutes and interface members.
Requisition, source and manage exhibit and promotional materials. Expedite to meetings and events.
Take photographs, create shot lists for events and catalog portfolio.
Assist Manager with day-to-day back office operations.
Verify, log and code invoices and budget allocations.
Assure brand standards.
Other duties as assigned by the department or supervisor.

Required Abilities:
- Excellent verbal and written communications skills required, including public contacts and presentations.
- Ability to manage and prioritize tasks and meet goals. Problem solving and attention to detail are essential.
- Ability to organize and maintain detailed records; complete necessary paperwork and meet deadlines.
- Ability to negotiate and resolve intra-departmental issues.
- Excellent social and business skills in day-to-day interactions with internal and external stakeholders.
- Proficient in use of media monitoring/distribution and social engagement software, research and list building, content management and ability to report statistical data using Google Analytics.

Required Experience:
- Three to five years public relations experience required, preferably in a marketing communications environment. A bachelor’s degree in journalism and strong writing proficiency required. Experience with Microsoft programs, Google Analytics, media monitoring/distribution and social engagement software required. Public speaking, video and photography proficiency preferred.

Knowledge, Skills and Abilities
- Writing, AP Style
- Interpersonal Skills
- Computer; Typing
- MS Office: Word, Excel & PowerPoint
- Work In Both An Autonomous & Collaborative Environment

Physical Requirements
- Sitting: Yes
- Standing: Yes
- Lifting: 40-50 lbs.
- Pushing/Pulling: Yes; 50-60 lbs.
- Bending/Stooping: Yes
- Extended work hours, extended weeks: Yes

Work Environment
- Office environment: Yes; 90%
- Trade show floor or event venues: Yes; 10%
- Temperature controlled environment: Yes
- Travel: Must be able to travel: Yes; 10%