



TITLE OF JOB: Vice President of Public Relations, Marketing, and Communications

LOCATION: New York Metro

POSTED: December 2021

SUMMARY:

A technology-driven, innovative, growing airport hospitality company is looking for an energetic and creative Head of Public Relations and Communications that will be responsible for developing and executing a clearly defined communications strategy in a manner that supports consistent business growth and enhances awareness and equity of the technology and brand. This position will report directly and work closely with the company Founder/CEO to drive public relations and media communications for the growing brand.

RESPONSIBILITIES:

- Oversee marketing communications including branding, public relations, advertising, events, collateral materials, analyst and market research management, and website design and content either directly or on an outsourced basis
- Work closely with the CEO/founder
- Act as a spokesperson for the company with press and analysts and at industry events
- Identify the products, programming, and market research we need to strengthen our position in the market. And then make them happen.
- Schedule events for the CEO to attend on national and local media
- Collaborate with Markets and Culinary teams to amplify marketing partnerships and promotions across all channels.
- Partner with the Business Development, Loyalty, and Media Sales teams construct new business potential.
- Work with various external vendors regarding direct consumer and Guest feedback studies.

REQUIREMENTS:

- BA / BS degree, MBA desirable.
- 5-10 years PR Agency experience is required.
- Experience with local and national media relations
- Extensive experience in digital and social media.
- **Technology industry experience a must**
- Individual must possess a minimum of five (5) years management experience in a Company involving a significant number of people with diverse and varied interests and backgrounds.
- Experience with developing and executing creative marketing partnerships that deliver high ROI.
- Passion for food and travel, and an extensive understanding of our features.
- In-depth knowledge of the media landscape and familiarity with emerging platforms.
- Passionate, entrepreneurial spirit and a desire to work in a fast-paced environment.
- Collaborative leader who can work across the marketing, operations, and BD organizations.

SALARY & BENEFITS:

Competitive compensation package including exciting base salary, PTO, healthcare and a competitive 401k match

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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