



Public Relations Coordinator (Part Time Contract – 15-20 hours per week)

Who We Are:

We are a local, Calgary-based TV series that airs weekly on CTV Calgary and CTV2. Our focus is to share the best of Calgary, while helping our viewers navigate the local housing industry. We regularly feature prominent, influential Calgarians and take our viewers to exciting Calgary hot spots. Our host, Kim Hayden, is a local entrepreneur, business leader, and real estate agent turned TV show host. We have a full crew of award winning, industry professionals who produce the entire series in house. We're moving into our second season and are looking to expand our reach and grow our brand recognition.

Job Summary:

We are looking for a fun, experienced team player to fill the role of Public Relations Coordinator. The person in this position will play a critical role in raising the profile of the Homes & Lifestyles brand, as well as Kim Hayden's Kim Talks brand. This role will report to the Marketing and Communications Lead to determine the scope of the work on a weekly basis. This part time role offers flexible hours and scheduling. The bulk of the work can be done remotely, with the requirement of some in person meetings, time on set, and attendance at local events.

Responsibilities and Duties:

- Research local events, shows, and happenings that would be a good fit for the Homes & Lifestyles and Kim Talks brands to raise our profile locally, regionally, and eventually nationally
- Ongoing outreach and relationship building with media outlets, reporters, influencers, and bloggers (locally and regionally, eventually looking at a national level)
- Writing, distribution, and follow up on all press materials
- Pitches to specific media outlets and journalists, as well as scheduling of interviews
- Seek out, categorize, and archive all media articles, both in print and online
- Work with Marketing & Communications Lead to produce press releases, media articles, case studies, blog articles, website content, social media content, and other content as needed.
- Prepare and present monthly reports on media and publicity results, online publications, and traditional media (print, radio, television), with a plan of action for continual optimization and improvement
- Conduct media training, spokesperson training, and crisis communications counsel as required
- Drive the integration of public relations into the overall marketing and communications strategy to elevate the overall brand

Desired skills and experience:

- A degree or diploma in communications, public relations, journalism or a related field
- Minimum 5 years of experience in public relations, communications, or related field
- Excellent writing skills for a variety of mediums
- Self-starter mentality, with the ability to collaborate with other team members
- Ability to analyze outcomes of communications efforts and optimize for future efforts
- Strong project management skills, with experience managing multiple resources and deadlines

- Demonstrated competency on social media channels, including but not limited to Facebook, Twitter, Instagram, LinkedIn, Pinterest, and YouTube
- Basic photography skills (understanding of DSLR cameras would be an asset)
- Understanding of and/or experience in the television industry would be an asset

Please submit resumes to productionadmin@homesandlifestyles.ca by 5:00pm on Monday January 29, 2018.