



Job Title	Publicist
Department	Marketing
Reports to	Public Relations Manager
Job Class	PR029E
Type Exemption	Administrative
Date	8/1/12

Job Summary

At the direction of the Public Relations Manager, the Publicist contributes to The Dollywood Company's marketing efforts by creating accurate, compelling and relevant content for all media surrounding Dollywood theme park, Dollywood's Splash Country water park and Dollywood Cabins hospitality business. With a thorough understanding of the Dollywood Company and Dolly Parton brands, the Publicist provides internal and external written communications to position the Dollywood experiences as unique, authentic and one-of-a-kind. By fostering relationships with media representatives, the Publicist identifies sources to increase awareness of the Dollywood brand through story placement. As a public face of The Dollywood Company, the Publicist promotes the various properties in a number of settings, including planning and executing internal and external special events. The Publicist contributes to the successful execution of The Dollywood Marketing plan by being a dedicated team player, approaching tasks with an open mind, embracing creative thinking, and respecting the ideas of other team members.

Summary of Major Duties & Responsibilities

Writing

- Write optimized news releases
- Write optimized content for digital media
- Identify stories, gather information, and write articles for internal employee newsletter, employee handbook, park accessibility guide and season pass newsletter.

Media Relations

- Cultivate relationships with media representatives with a focus on a specific geographic region
- Participate in the editorial planning process for annual PR-related initiatives
- Identify and pitch stories to garner placement for and increase awareness of the Dollywood brand and coordinate any follow-up facts, data and/or coordination with park personnel
- Coordinate and facilitate site visits at all properties for members of the media, including print, broadcast and digital
- Monitor news trends and news media to maintain a solid grasp of relevancy as it relates to The Dollywood Company, the theme park/amusement and hospitality industries and the community (local, regional and global)
- Serve as back-up company spokesperson as assigned, both on-air and in print

Event Planning

- Assist with planning, organizing and executing special media, publicity and community events

Production

- Assist with the coordination and production of marketing publications, Assist with the coordination and production of internal publications for other departments to ensure brand consistency

Community Relations

- Develop and maintain positive community relations through involvement in local and area organizations, both professional and civic

Other Duties As Assigned

Core Competencies

- Ability to effectively communicate information and ideas in written format, specifically as it relates to news releases and press kits
- Ability to communicate information in verbal format
- Strong editing skills
- Manage and implement publicity plans to garner local coverage
- Knowledge of creating SEO content
- On-camera experience as a spokesperson strongly preferred
- Must have the ability to initiate creative and innovative publicity and campaign ideas
- Strong organizational skills
- Ability to build and maintain relationships
- Established media contacts in the East Tennessee market required
- Experience in the theme park, hospitality and/or tourism industry preferred
- Experience with graphic design and related software preferred
- Ability to function effectively in high-stress situations and sound decision-making skills required
- Ability to organize, plan and meet deadlines and budget restrictions required

Educational and Experience Requirements

- Bachelor’s degree required in journalism, marketing or communications.
- Three to five years’ experience working in public relations (disciplines or related field).

Personality/Attitude Requirements

1. Able to project Dollywood's image by being genuinely friendly, caring and taking pride in your work.
2. Must be self-motivated and disciplined.
3. Must be able to prioritize and complete work assignments on a timely basis.
4. Must maintain strict confidentiality and judgment regarding privileged information.
5. Must display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
6. Must be willing to constantly /improve.
7. Must have professional appearance with good personal hygiene.
8. Must promote and support a “team” work environment by cooperating and helping co-workers.
9. Must adapt to changes easily.
10. Must tolerate a fast-paced, hectic environment.
11. Must show appreciation to others.
Must be sensitive to the needs of our Guests and feel empowered to take action to meet their needs within company guidelines.

Essential Functions Necessary To Perform Job Duties

1. Able to display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
2. Able to hear, see and speak.
3. Able to speak, read and write English.
4. Able to smile and make eye contact to make a friendly impression when greeting guests, vendors and other employees.
5. Must have manual dexterity necessary to complete all job duties.
6. Able to sit and/or stand for long/short periods.
7. Able to maintain good personal hygiene.
8. Able to get along with other employees to work out problems and resolve conflicts. (Able to work cooperatively with others.)
9. Able to comprehend instructions and retain information.
10. Able to maintain dependable work attendance and flexibility with assigned work schedules including any required overtime, evenings, weekends and holidays.
11. Able to tolerate a fast-paced, hectic environment.
12. Able to be flexible to handle frequent changes in priorities.
13. Able to prioritize tasks and complete assignments on time.
14. Able to report to work without being under the influence of or smelling of alcohol.
15. Able to operate different types of motorized vehicles, including but not limited to automobiles, vans, golf carts, and other all-terrain vehicles as well as ability to enter and exit vehicle multiple times daily.
16. Finger movement to write, use a computer and other office equipment.
17. Ability to sit, stand and walk; climb and descend indoor and outdoor stairs.
18. Ability to move, bend, stoop, kneel, reach, twist.
19. Ability to lift up to 40 pounds.
20. Above average memory retention and recall.
21. Ability to make good decisions.
22. Ability to add, subtract, multiply and divide.
23. Ability to see near and far to drive vehicle.
24. Dependable work attendance and flexibility with assigned work schedules to include nights, weekends and holidays.