

Job Title: Communications Associate		Region U.S. (Cleveland)	
Dept. Hotel News Now		Written By Nick Minerd	
Date Created 17 May 2017	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Public Relations Manager • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job The Communications Associates's primary function is to work with media outlets to ensure pertinent STR data and news releases are distributed in a timely, concise manner. In addition to external duties, this position is required to fulfill internal communications needs as called upon, as well as participating in other endeavors, such as the Hotel Data Conference in Nashville.			

Key Responsibilities and Accountabilities

1.1	<ul style="list-style-type: none"> • Answer data/analysis requests from media outlets worldwide and pitch stories to mainstream news and trade-specific publications. Tasks require collaboration with appropriate internal sources and advising media representatives on sourcing/usage guidelines.
1.2	<ul style="list-style-type: none"> • Field requests from media representatives for interviews with STR executives. Work with those executives to schedule dates, times and venues for such interviews.
1.3	<ul style="list-style-type: none"> • Gather data and quotes from executives when appropriate to produce press releases. Subject matter includes, but is not limited to: U.S. weekly, monthly, quarterly and yearly performance data; global monthly performance data; global monthly pipeline data; weekly and quarterly Canadian performance data; monthly Hotel Stock Index performance data; and Hotel Data Conference promotional press releases. Tasks will require collaboration with representative(s) from STR offices in producing, editing and distributing press releases.
1.4	<ul style="list-style-type: none"> • Track and analyze media requests/coverage through a third-party platform • Maintain STR's media distribution lists
1.5	<ul style="list-style-type: none"> • Work with global marketing, design and communications team on various projects for internal and external use • Maintain ongoing dialogue with supervisor to discuss new ideas and processes that enhance STR's mission

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

Job Description – Job Title

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1.6 Commit to being an active member of the team and to on-going personnel and professional development

- Keep up to date with market and other developments within the function and the industry
- Attend training as required and actively seek to continually enhance understanding of STR products and value proposition
- Attend marketing events, team meetings, kick off meetings and functions as required
- Adhere to all STR processes and policies and maintain customer confidentiality
- Ensure STR brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR Mission, Vision and Values

Core Competencies

Competency	Knowledge
Industry Knowledge	<ul style="list-style-type: none"> • Bachelor's degree in Public Relations, Marketing, Communications or a related field from an accredited educational institution
Technical Expertise	<ul style="list-style-type: none"> • Basic knowledge of distribution platforms • Proficiency in the use of Microsoft Word and Excel • Thorough knowledge of grammar, punctuation, spelling and AP style • Strong writing skills, specifically in the area of press releases
Customer Focus	
People Skills	<ul style="list-style-type: none"> • Excellent communications skills for internal and external use
Adaptability	<ul style="list-style-type: none"> • A strong creative drive, initiative and the ability to work without constant supervision • The ability to multi-task and perform under the pressures of multiple daily deadlines
Delivers Results	

Specific Job Competencies

Competency	Expectation

Job Context

Context	Description

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

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Qualifications & Experience

Essential	Description
	Bachelor's degree in Public Relations, Marketing, Communications or a related field from an accredited educational institution
	<ul style="list-style-type: none">• Excellent communications skills for internal and external use• Strong writing skills, specifically in the area of press releases• Thorough knowledge of grammar, punctuation, spelling and AP style
Desirable	Description