

Australia Jobs Expertini®

Manager, Public Relations

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Company: Royal Caribbean Group

Location: Sydney

Category: other-general

COMPANY OVERVIEW: Celebrity Cruises is a global, multi-billion-dollar, luxury cruise line based in Miami, Florida with local offices in Sydney. Celebrity Cruises has a fleet of fifteen ships, sailing the Caribbean, Europe, Alaska, Asia, South America, Galapagos, and Australia/New Zealand. Since 2010, Celebrity Solstice series ships have sailed the summer season in Australia and New Zealand, sourcing both local and international guests to the region. In 2023 Celebrity is set to revolutionise cruising in our region as we bring Celebrity Edge down under for her highly anticipated inaugural season. In 2020, Celebrity Cruises won over 160 awards in the leisure, travel, hospitality, innovation, and cruise line categories.

JOB SUMMARY: The Public Relations Manager is responsible for the messaging, presentation, and positioning of all internal and external brand information. Collaborating with the Marketing Director, the position optimises brand preference and awareness through PR activity with Consumers and Trade in the Australia and New Zealand markets primarily in consumer, business, and trade media. The role also plays a key leadership role in issue management and crisis communications. The position also maintains excellent relationships with travel media, business media, industry media, government officials and shipboard officers (as appropriate), and the PR and Social teams in Miami and EMEA.

Responsible for meeting commercial and reputation objectives by ensuring maximum positive exposure, creating, and implementing strategies for brand management through media relations, and provide public relations counselling and publicity support to the Marketing and Sales departments. The role will maintain a keen interest in the marketplace, actively tracking and reporting on competitor activity and identifying new opportunities to

activate the Celebrity brand. Some of your duties include: Strategic Plan – Develops annual PR plan to achieve brand awareness and preference metrics, stealing share from competitors, through proactive positive coverage in line with business objectives, key local and global milestones. Introduces new ideas to achieve the brand's Marketing and Sales plan. Manages implementation of globally and locally-lead communications that achieve short and long-term goals, ensuring messaging pull through and targeted stories that ensure high editorial quality scores to achieve a category leading share of voice. Identifies and advocates for awards, activities, and events that best represent the pillars and purpose of the brand.

Day to Day Duties – Understands the brand's key differentiators, competitors, pillars, and target markets to ensure all PR activity is aligned. Create and approve PR materials, both visual and written, including writing interview briefs, press releases and featured articles. Manages all reporting, updates and changes related to PR performance and all internal communication needs. Ensures Marketing Director has an accurate and timely calendar of negotiated PR commitments. Agency Management - Manage and give direction to the local PR Agency to ensure that they deliver campaigns that demonstrate ROI (in terms of bookings/leads/share of voice and target market alignment). Deploy PR plan to achieve brand awareness and preference metrics to meet commercial needs. Effectively manage agency workload to maximise ROI. Global Campaign Management – Partners with the Miami and EMEA PR teams to leverage global content and strategies across markets for global best-in-market executions. Collaborates with the Miami team on local storytelling and creative requirements to ensure new campaign development meets local needs. Alongside Marketing Director, represents Australia/New Zealand on global PR projects. Media, Influencer & Stakeholder Relationship Management – Maintain strong and effective high-level media, influencer and stakeholder contacts. Drive effective and respected press office, media press trips and ship inspection opportunities. Drive strategic, high-level media activity such as senior leadership interviews, press conferences, media launches and new ship launch events. Internal Communications – Works with Marketing Director to communicate and coordinate all critical brand communications with Sales, Marketing, Port Operations, Guest Relations and Call Centre to ensure message alignment. Manage Miami leadership executive visit itineraries and media interview schedules. Crisis Management - Collaborate with Marketing Director, third-party providers, and Miami to develop issue management and crisis communications that best protect the brand. Support and lead as required the senior management team in crisis preparedness, and in the event of a crisis.

Consumer Social Content Management – Develops plan and content calendars on a monthly and quarterly basis for consumer-facing social media channels, including but not limited to Facebook and Instagram, to support business goals by balancing brand, product and promotional messaging in collaboration with Miami Social team. Creates new and repurposes global and/or influencer content to align with business needs including visual asset development (image & video) and copywriting. Analyses performance across social media channels through qualitative and quantitative reporting. Social Community Management – Oversees day-to-day community management in collaboration with customer service team. Drive consumer and trade engagement with active and savvy strategies. Expertly navigate negative social feedback, and, execute crisis communications when applicable. Performance Improvement – Seeks opportunities to improve preference and awareness through both significant changes and minor enhancements across PR and social activities. Analyzes and communicates brand performance, providing recommendations to improve current outcomes. Closely monitors the consumer and trade marketplaces paying close attention to travel/cruise innovation whilst being aware of other sectors and examples of good practice including competitor tracking; providing insights to the business. **QUALIFICATION, KNOWLEDGE & SKILLS:** 6+ years of public relations and crisis communications experience. Travel & Tourism or Luxury PR experience is highly desirable. Strong media relationships Cruise, Travel, or hospitality industry experience preferred Bachelor's degree preferred Proven experience in working and planning with a multi-location team & ideally within a global business. Proven experience in crisis communications Proven experience in relationship management **WHY WORK FOR US:** Royal Caribbean Group has been recognized by Ethisphere, a global leader in defining and advancing the standards of ethical business practices, as one of the 2021 World's Most Ethical Companies for the sixth consecutive year. The experience of travelling to exciting places; the chance to work with a fantastic group of people from all over the world; the recognition and support provided by the company; the opportunity to grow your career to the next level and the ability to explore new paths on the open seas are just a few fantastic reasons. As one of our Sydney office employees, you will have access to ongoing training and development both in-house & externally to enable continuous development. We value a flexible work approach to ensure our employees wellbeing continues to come first. **APPLICATION PROCESS:** Please click APPLY now and fill out the required information. We thank you for your interest, due to the number of applications we ask all candidates to provide their base salary expectation when

completing their profile to help us with our screening process. It is the policy of the Company to ensure equal employment and promotion opportunity to qualified candidates without discrimination or harassment on the basis of race, color, religion, sex, age, national origin, disability, sexual orientation, sexuality, gender identity or expression, marital status, or any other characteristic protected by law. Royal Caribbean Group and each of its subsidiaries prohibit and will not tolerate discrimination or harassment.

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