



Job Description: PR/Marketing/Admin

Responsibilities

- 1) PR/Marketing
 - a. Develop and maintain overall PR/Marketing strategy and associated budget for FYD and FYS.
 - b. Oversee content production and use in support of overall PR/Marketing strategy
 - c. Develop and maintain media relationships and associated requests.
 - d. Organization and support of trade shows on behalf of FYD/FYS.
- 2) Name use
 - a. Monitor compliance with and enforce the FYD name use policies and Corporate Identity Guidelines
- 3) Administration (shared responsibilities)
 - a. Phone answering
 - b. Email processing
 - c. Drawing database maintenance
 - d. Travel planning
- 4) Develop good working relationships with owners, sailors, builders and suppliers
- 5) Develop sailing skills and marine knowledge to be able to crew on and observe directly boats of our design
- 6) Represent the Farr Yacht Design brand
- 7) Act as a member of the Farr Yacht Design team
- 8) Work with consideration to the welfare of the corporation

Education and Experience

- 1) Bachelor of Science degree in relevant PR/Marketing course of study
- 2) Demonstrate proficient knowledge and utilization of software tools necessary for this position (Photoshop, InDesign, Illustrator, Dream Weaver, Flash, PageMaker, Publisher, etc.)
- 3) Provide examples of original creative work

Reporting to

- 1) FYD and FYS Officers and Directors
- 2) Patrick Shaughnessy – PR/Marketing/Sales
- 3) Jim Schmicker – Business Administration

Standards of Performance

- 1) Comply with office standards and procedures
- 2) Complete work in a timely manner in accordance with best practice