**JOB DESCRIPTION**

Name of the position/work place: **PR Specialist**

Organization Department: **Marketing and Communications Department**

Reports to: **Head of Marketing and Communications**

Portonovi seeks a talented and strategic PR Specialist to manage and enhance the public image of our brand. The PR Specialist will be responsible for creating and implementing public relations campaigns that build brand awareness and foster positive relationships with media, influencers, and the public. This role involves managing all aspects of media relations, including press releases and media kits to ensure Portonovi is positioned as a leader in the luxury resort industry. The ideal candidate will have excellent communication skills, a deep understanding of media landscapes, and a proven track record of successful PR campaigns.

**Job Requirements:**

**External and Internal Communications:**

* Developing global, regional, and national media events strategy across earned and paid media.
* Managing communications projects, including coordination of communication pre-, during, and post-events.
* Managing media and KOLs/influencers’ visits.
* Preparing, editing, and revising presentations, talking points, news articles, and scripts for video productions and other documents.
* Preparing, editing, and revising materials promoting and supporting external and internal events.
* Responding to news media requests.
* Communicating effectively in crises, formatting announcements for internal and external stakeholders, including media and social media.
* Supporting the Marketing and Communications team on media management, inquiries, and responses.
* Providing communications support for corporate social responsibility programs.
* Supporting Government public relations.

**Digital Communications:**

* Guiding preparation of newsletters for internal and external stakeholders
* Assisting in website/landing page content hygiene.

**Reporting Responsibilities:**

* Monitoring the brand’s media coverage in national, local, and trade outlets, preparing regular monitoring reports
* Monitoring the media relations mailbox

**Administrative Tasks:**

* Providing general administrative support to the team as required.
* Tracking budgets and expenses.
* Performing all other tasks and duties assigned by direct superior – Head of Marketing and Communications.

**Skills and Competencies:**

* Spoken English and Montenegrin/Serbian language is a must
* Very good copywriting skills
* Competent working in a fast-paced environment with multiple stakeholders
* Proactive and diligent
* A bachelor’s degree in communications, marketing, or journalism preferred

**Work experience:** At least 6 years’ experience in marketing or communications with a focus on PR communications.

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\*The position is office-based, Herceg Novi, Montenegro.

\*Portonovi Resort Management Company: owned by Azmont Investments, operates Portonovi Resort aiming to redefine standards set within Montenegro and across the Mediterranean. This luxury resort prides itself in becoming a globally recognized development set in a unique position at the entrance to Montenegro’s beautiful Boka Bay.