



PUBLIC RELATIONS MANAGER POSITION DESCRIPTION

Summary:

This position is responsible for executing the PR strategy and programs, both internal and external, for all Folio brands as well as the company and family under the direction of the Director of Marketing. This person will need to be a strategist, capable of developing and implementing a communications strategy that reinforces a corporate vision. The candidate will have a track record of significant accomplishments.

Responsibilities:

- Generate effective image-enhancing articles in the general and trade media and expand company capability and effectiveness in the general media, including newspapers, magazines, television, radio and the internet.
- Develop and enhance trade relations, cultivate effective working relationships with principal regional, national, and international wine and lifestyle writers, and with consumer enthusiast groups.
- Responsible for corporate communications, working with the Michael Mondavi family and Managing Directors to formulate positions and responses to company and industry issues and serving as spokesperson with the media.
- Cultivate and maintain important US and international media relationships on behalf of family and company; maintain accurate and comprehensive database of media contacts in wine, food, business, lifestyle and general news media.
- Work with marketing Managers to establish the strategy that best presents our brands to the media and other leaders.
- Attend industry events, tastings, and other high-profile activities involving the media on behalf of the company ensuring our presence and acknowledgement.
- Oversee final edits on all news releases, press kits, and media materials produced for the company.
- Provide public relations counsel and prepare recommendations and reports on publicity and public relations activity for employees who interact with the media.
- Establish working partnerships with outside agencies, consultants and other vendors, ensuring that work being performed meets the needs, style and image of the company.

Requirements:

Minimum 5 - 7 years experience in a significant public relations role. Experience in a consumer products company desired, wine preferred. Experience as a key member of a team that has created a distinctive and widely recognized brand identity through the astute and effective use of media relations. Thorough knowledge of principles of effective communications and mass

media, publicity, advertising, organizational structure, and internal employee communications. Ability to plan, organize and effectively present ideas and concepts to groups. Ability to assimilate information from a variety of sources, analyze information, and recommend courses of action to be taken. Ability to establish and maintain effective working and public relations. Exceptional verbal and written communication skills. 20 – 30% travel required.

The above information is representative of the work performed in this position, however it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities.

**People *Operational Excellence *Customer Focus *Culture *Integrity *Leadership *Community*