

Lesson 14 – P.R. Manager Responsibilities

The responsibilities of a P.R. Manager will typically cover a number of areas. They will have the responsibility for the day-to-day running of the P.R department and ensuring budgetary controls while overseeing many activities and actions in the marketing areas. They will also be involved in the recruitment and supervision of a highly skilled P.R. team and be responsible for the creation and implementation of P.R marketing strategies and programs from A to Z.

The P.R. manager responsibilities include:

- 1- Dealing with all matters concerning advertising, marketing and promotion.
- 2- Ensuring that the internal and external public understands the core concept of the organization.
- 3- Purchasing, receiving, and controlling all the materials, equipment and tools which used for various activities in the P.R. field.
- 4- Interviewing and selecting staff, which considered the most important role for the P.R. manager because this job needs specific qualifications and elements empowered the P.R. manager to put the right person in the right position.
- 5- Preparing training programs for the P.R. department staff and other departments, which considered one of the main jobs for the P.R. manager, this role consist of many assignment needed to be setting according to the nature of job, positions, department, time, budget and many factors affect the training program preparing.
- 6- Coordinating requests from other departments within the hotel, the P.R. department should be in contact with each part and department of the hotel or the tourism organization, because he needs

information from them and needs to deliver information to them, and this is the manager job.

- 7- Holding regular meetings with section heads to ensure that all departments are working efficiently.