

Date Posted: 02/23/2012
Location: Main Office
Denver, CO

Position: Public Relations & Trade Show Manager
Department: Marketing
Manager: John Carlson

GENERAL SUMMARY:

This position is responsible for developing and executing media relations, PR strategies, national and regional trade shows, corporate events and programs that build PENTAX as a leading and enduring brand.

MAJOR DUTIES

- Develop and manage editorial press relations and accept responsibility for PR programs, including news writing, distribution, and product embargo protection.
- Actively seek out editorial relationships and publicity opportunities, and work with news media professionals to relay PENTAX stories.
- Plan, prepare and disseminate information concerning PENTAX directly to media contacts, as well as through wire service and PENTAX websites and social media outlets (in collaboration with social media coordinator).
- Plan and execute various year-round trade shows/events of varying sizes in various U.S. cities. Planning and execution includes but is not limited to: space selection, budget research, exhibit house selection and management, communicating and gaining executive approval for space design and budget, ordering show services, organizing show staff and executing show/events from beginning to end. Travel is required.
- Coordinate product including review and loaner equipment and trade show inventory. This position is responsible for packing and shipping this inventory. Also responsible for maintaining, inspecting, returning and reconciling all equipment to assure the best presentation of Pentax product. Pack and unpack trade show materials in coordination with show schedule. Ensure marketing literature, batteries, accessories and show supply levels to provide adequate show support.

SPECIFICATIONS:

- Bachelor's degree preferred along with 3-4 years in a marketing and/or public relations environment.
- Ability to effectively and diplomatically communicate with variety of audiences including press, customers, clients, employees, managers.
- Consumer Electronics/Photographic knowledge, public relations and event experience preferred.
- Must have assertive nature with good follow through.
- Must be detail oriented and well organized.
- Must be able to travel outside of the office to week-long events and media tours and marketing events throughout the year.
- Computer proficiency in Word, Excel, PowerPoint, Outlook, Photoshop, Digital Photography, Smartphone and Tablets.

Submit resume to: employment@prac.pentax.com

This position is exempt

Salary to be discussed at time of interview

PENTAX RICOH IMAGING AMERICAS CORPORATION is committed to the principles of Equal Employment Opportunity.