

11/16/10
(Media Relations Coordinator)

INDYCAR
POSITION DESCRIPTION

POSITION TITLE: Media Relations Coordinator
DEPARTMENT: Public Relations
REPORTS TO: Vice-President of Public Relations
POSITION LOCATION: INDYCAR
FLSA STATUS: Exempt

SPECIFIC DUTIES:

INDYCAR is seeking a Media Relations Coordinator to join its Public Relations Department. This position is primarily focused on proactive media outreach on a local and national level to grow coverage of the sport. Responsibilities include:

Assists with all Public Relations initiatives, including planning and execution for the IZOD IndyCar Series, Firestone Indy Lights and Mazda Road to Indy.

Assists with the coordination and programming of in-market media tours for IZOD IndyCar Series and Firestone Indy Lights events.

Responsible for list development and ongoing media outreach including print, radio, television and online outlets.

Firestone Indy Lights Broadcast Liaison between drivers, TV personnel, owners and PR representatives.

Responsible for drafting PR Recaps following each race event and special announcements to be distributed to key personnel, sponsors and team representatives.

Responsible for pitching Satellite Media Tours and Radio Media Tours featuring key personalities.

Manages and schedules driver PR appearances as well as serves as key contact at events for drivers and public relations representatives. Responsible for providing details and information to teams on special events.

Facilitates Post-Race, Qualification & Practice procedures including post-race interviews, podium logistics and retrieval of drivers' quotes.

Assist with writing press releases and web stories.

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May include other media relations duties not listed.

Travels as needed.

QUALIFICATIONS:

One to three years relevant experience in a Public Relations or Marketing position.

Bachelor's degree in related field, or equivalent experience.

Strong people skills.

Proficient in AP-style.

Organized and detail-oriented.

Innovative thinker and self-starter.

Intermediate to advanced skills in MS-Office products.

Effective communication skills.

Ability to travel domestically and internationally

High integrity and confidentiality.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.