

## JOB DESCRIPTION

**POSITION TITLE:** PUBLIC RELATIONS

### REPORTING RELATIONSHIPS

**ACCOUNTABLE TO:** LAS CASAS GAMING INC.

**REPORTS TO:** SHARMAINE MARIE ABARQUEZ

### ROLE OVERVIEW:

The Public Relations will be responsible for managing and enhancing the public image of our company and its products. This role involves creating and executing effective communication strategies to promote our games, engaging with media and influencers as the company's spokesperson, and building strong relationships with key stakeholders. The ideal candidate will have a deep understanding of the gaming industry, excellent communication skills, and a creative mindset.

### KEY RESPONSIBILITIES:

1. **Public Relations Strategy:**

- Develop and implement comprehensive PR strategies to promote our products and company.
- Collaborate with the marketing and product teams to align PR efforts with overall marketing strategies.

2. **Media Relations:**

- Build and maintain relationships with gaming journalists, bloggers, influencers, and other media professionals.
- Pitch stories, arrange interviews, and secure media coverage in relevant outlets.

3. **Content Creation:**

- Write and distribute press releases, media kits, and other PR materials.
- Create engaging content for social media, blogs, and other digital platforms with collaboration with digital marketing officer.

4. **Event Coordination:**

- Plan and execute PR events, such as game launches, press conferences, and industry trade shows.
- Manage logistics, coordinate with vendors, and ensure successful event execution.

5. **Crisis Management:**

- Develop and implement crisis communication plans.
- Act as the primary point of contact during PR crises, providing timely and effective responses.

6. **Monitoring and Reporting:**

- Monitor media coverage and public sentiment related to our products and company.
- Prepare regular reports on PR activities, coverage, and outcomes.

7. Collaboration:

- Work closely with internal teams, including marketing, community management, and customer support.
- Support cross-functional initiatives and contribute to a positive company culture.

QUALIFICATIONS AND SKILLS:

- Bachelor's degree in Public Relations, Communications, Marketing, or any related field.
- 3+ years of experience in public relations, preferably within the gaming industry.
- Strong understanding of the gaming industry and current trends.
- Excellent written and verbal communication skills both in English and Filipino.
- Proven ability to build and maintain relationships with media professionals and influencers.
- Experience in content creation and social media management.
- Strong organizational and project management skills.
- Ability to work under pressure and handle multiple projects simultaneously.
- Creative thinking and problem-solving skills.
- Passion for gaming and a deep knowledge of various gaming platforms and genres.

Prepared by:

Approved by:

SHARMAINE MARIE ABARQUEZ

LEO A. BARROSA

MARKETING HEAD

President

Reviewed by:

Received by:

MARIA CELERINA GALLARDO III

Vice President for Operations

Employee