



Green Olive Media is looking for an outstanding Public Relations team member for the Nashville and Chattanooga markets, to be based in Nashville.

Position Overview:

The Public Relations team member will manage daily public relations efforts and drive positive visibility to and awareness of Green Olive Media and our clients in the region, our partnerships with area organizations, our community relations efforts and our brand as a whole. This person will report to the Director of Communication Operations and will also work closely with other members of the Green Olive Media team, including both the public relations team and the design team based in Atlanta.

Responsibilities & Qualifications:

The ideal candidate will:

- Drive positive visibility and awareness of Green Olive Media and our clients through relationships with media, delivering consistent media coverage.
- Have demonstrable, existing relationships with significant members of major media outlets in the area.
- Create press opportunities and pitch programs for clients and Green Olive Media.
- Project targeted results for initiatives and deliver on targets.
- Plan and direct public relations efforts for new client restaurant and product launches.
- Coach clients in media relations as well as recommend policies and procedures for media interactions.
- Draft and edit press releases, press kits and social media releases.
- Address media and respond to inquiries and requests for information in a professional manner for a wide range of audiences, which at times will include national media outlets based in NYC.
- Support Green Olive Media in creating positive media coverage, promoting community relations and implementing grass roots initiatives.
- Represent Green Olive Media through industry networking events and opportunities.
- Facilitate new relationships for new business purposes creating dialogue with prospects, negotiate contracts and conduct capability presentations on behalf of Green Olive Media to potential clients.

Must have:

- At least four years of direct media relations experience
- Ability to perform effectively in a team environment, while enhancing the overall performance of



the team and its members

- Proven success in pitching and placing stories in key industry media
- Background in hospitality PR; food industry experience, and familiarity with key issues in the food industry
- Strong organizational skills and the ability to respond rapidly to all press inquiries
- Strong media pitching skills
- Excellent written and verbal communication skills
- Ability to work in a fast-paced environment and respond well under pressure
- Ability to adapt to a variety of business environments and integrate communications programs appropriately
- Ability to work independently and take ownership of special projects
- Passion for the food industry

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