



Beyond the North Star

256 Ursa Minor
San Diego, CA 92123
(619) 944-8479

Public Relations Director

22nd January 2019

JOB OVERVIEW

Location: San Diego, CA, Los Angeles, CA
Reports To: Keren Lopez & Jayzle-May Daley

GENERAL JOB DESCRIPTION

As the Director of Public Relations, you will be the representative of *Beyond the North Star*. You will work with the *Beyond the North Star* team in improving the business plan, saving the company's image, and maintaining the best relationships with competitors.

DUTIES & RESPONSIBILITIES

After the launch of *Beyond the North Star*, you will think of two different ways to change or improve *Beyond the North Star's* image. You will also be responsible for improving *Beyond the North Star's* business model and plan while managing a team.

- ❖ Establish top-level partner performance standards and clear expectations
- ❖ Utilize labor management apparatus to schedule optimally and maximize profitability and margins
- ❖ Ensure conformance with all applicable local, state and federal laws for managing store operations
- ❖ Oversee and develop skills of every partner for guest service to provide impressive friendly service to all guest visiting store

QUALIFICATIONS

- ❖ The ideal candidate will have strong writing, analytical, organizational, and interpersonal skills coupled with some layout, graphic design, and photo editing experience
- ❖ Must have a 3.0 GPA

- ❖ Must be an HBSA paid member
- ❖ Must be a ULSA paid member
- ❖ Additional Documents: Resume, Cover Letter, LinkedIn Account

