

Embark Marketing

Public Relations Coordinator

About Us

Embark Marketing is a leading San Antonio-based digital marketing agency specializing in the restaurant & bar industry. For over 15 years, we've partnered with hospitality brands across the US to deliver dynamic marketing strategies that drive real business growth. Our services range from strategic consulting to hands-on digital management, designed to elevate our clients' presence and build lasting relationships with their audiences. Join us and be part of a fast-paced, innovative team dedicated to shaping the future of marketing in the food and beverage space.

Job Description

We are seeking a proactive and organized Public Relations Coordinator to support and execute public relations initiatives for our hospitality and restaurant clients. Working closely with the CEO and account management team, this role will help drive media outreach, secure earned media opportunities, coordinate grand opening campaigns, and support client communications.

The ideal candidate is an excellent communicator with strong writing skills, attention to detail, and a passion for storytelling. This position is ideal for someone with a minimum of 3 years of public relations experience who is eager to grow their career in a fast-paced agency environment.

Media Relations & Campaign Management

- Develop and execute PR strategies for restaurant and hospitality clients
- Build and maintain relationships with local, regional, and national media contacts
- Pitch media outlets to secure features, interviews, and press coverage
- Create and manage editorial calendars and PR timelines
- Write and distribute press releases, media advisories, and media kits
- Develop and maintain up-to-date media contact lists for targeted markets
- Monitor media coverage and provide reporting and analytics to clients

Grand Opening PR

- Lead PR efforts for restaurant grand openings and special events across the U.S.
- Coordinate local market outreach in advance of openings, including press and influencer contacts
- Attend grand openings and serve as on-site media support and liaison as needed
- Manage segment coordination and logistics for TV, radio, and online media appearances
- Draft talking points, scripts, and segment outlines as needed
- Represent clients in media opportunities when appropriate

Internal Collaboration & Client Support

- Work closely with account managers to align PR strategy with overall marketing plans
- Coordinate asset collection (photos, menus, quotes, etc.) to support PR campaigns
- Ensure all achieved press is shared with internal teams for web and content use
- Collaborate with internal and external web teams to keep client press pages up to date

Benefits & Perks:

- Competitive Salary: Based on Experience
- Full-Time | 40 hours per week.
- Hybrid work environment: In-office Monday-Thursday with Virtual Fridays.
- 10 Days PTO offered after 90 days.
- 1 Day Birthday PTO after 90 days
- Healthcare benefits available after 90 days.
- Continuing education opportunities to grow your skills.
- Team-building events and a pet-friendly office.

Qualifications:

- Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or a related field preferred
- 1-3 years of relevant public relations, communications, journalism, marketing, or agency experience
- Agency experience or experience in a fast-paced company environment preferred
- Excellent written and verbal communication skills
- Strong organizational skills and attention to detail
- Experience writing press releases, media pitches, and professional communications
- Ability to manage multiple projects and deadlines simultaneously
- Self-starter with strong problem-solving skills and a positive attitude
- Familiarity with media databases such as Prowly, Cision, Muck Rack, or similar tools is a plus
- Hospitality, restaurant, food & beverage, lifestyle, or event marketing experience is a plus

Why Join Us?

At Embark Marketing, we foster an environment of creativity, collaboration, and growth. As a Public Relations Coordinator, you'll have the opportunity to work closely with a range of clients in the exciting hospitality industry, making a tangible impact on their success. You'll be part of a supportive team that values innovation, client relationships, and work-life balance.