



COMMUNITY RELATIONS/ SHAREHOLDER RELATIONS COORDINATOR

ABOUT THIS JOB

Community Relations/Shareholder Relations Coordinators help mining companies with public relations and media work. They help write and select materials for press releases, and prepare other communication materials to assist community members to better understand the project. The type of individual for this position should have strong oral/written communication skills and not be afraid to speak publicly and engage with people.

COMMUNITY RELATIONS/SHAREHOLDER RELATIONS COORDINATORS PERFORM THE FOLLOWING TASKS:

- Respond to requests for information from the media or designate an appropriate spokesperson or information source for interviews
- Study the objectives and needs of the organization to develop public relations strategies that will promote ideas, products or services
- Establish or maintain cooperative relationships with community representatives, employees and/or public interest groups
- Prepare and edit company publications for internal and external audiences, including employee and project newsletters
- Confer with other managers to identify trends and key interest groups or concerns, and provide advice on business decisions
- Arrange public appearances, lectures or exhibits to increase public awareness or to promote goodwill
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media

PREPARATION AND TRAINING FOR THIS POSITION

A high school diploma or GED is required, and most people employed in this field have a bachelor's degree from an accredited college or university typically in journalism, public relations or communications.



EDUCATION:

- * **HIGH SCHOOL DIPLOMA OR GED**
- * **BACHELOR'S DEGREE PREFERRED**