



FAIRWAY AMERICA

Title: Public Relations Specialist
Classification: Full-Time, Exempt
Department: Sales and Marketing
Reports to: EVP of Sales and Marketing
Location: Portland, Oregon
Salary Range: Negotiable

HELP ME TAKE FAIRWAY AMERICA TO THE NEXT LEVEL!

"As the VP of Sales and Marketing of Fairway America, I am looking for a self-motivated public relations specialist to join our team, with a strong emphasis on pitching, media research and administration. I'm looking for someone that can help us build the next great brand name. If Public Relations is your passion, we want to hear from you!"

Matt Raymond, VP of Sales and Marketing

At Fairway America, we are committed to our **core values**:

Focused, Driven and Committed
Accountable and Responsible
Interdependence and Collaboration
Respect, Trust and Integrity
Winning Attitudes
Approachable, Open Communication
You Make Fairway Fun!

These values are alive at our company and we live them every day while pursuing our purpose of *"Honorably doing worthwhile deals that create value, wealth, dignity and superior returns for all parties involved"*. If a deal is not worthwhile for everyone (our borrowers, investors, referral sources, and Fairway America) we'd rather not do it at all.

For the "A player" looking for something special and who can answer "yes" to all of the following questions, this is the opportunity for you.

- Do you think PR is the bomb?
- Do you have the ability to develop a wide range of communications such as press releases and new articles?
- Are you organized and creative, never letting opportunities slip through the cracks?
- Are you committed to delivering aggressive, creative results and drive company business goals?
- Are you proactive and self motivated?
- Are you seeking an atmosphere of open and direct communication, with clear and mutually established priorities and expectations and a culture of accountability?
- Do you want to make a tangible contribution to the success of your department and company?

If you answered "yes" to these questions, we want to meet you!

Our Company

Fairway America is a successful Portland Oregon based, privately funded commercial real estate lending and investment firm. Through a simplified and streamlined process, Fairway America provides financing solutions for people who are unable or unwilling to get financed by more traditional lending sources. Everyday, Fairway America helps borrowers solve difficult problems, meet pressing deadlines, or take advantage of excellent opportunities. While assisting these borrowers, we also enable our investors to earn above average returns they are unable to get elsewhere. As many brokers and lenders have gone out of business or are struggling mightily, our conservative lending approach has enabled us to weather this storm and positioned us to take advantage of unprecedented market opportunities while helping people who are otherwise unable to locate financing.

The Position

The Public Relations Specialist is responsible for creating ideas and generating media attention through press, web and social media. This position involves a high level of proactive and critical thinking, identification of current media interests and trends, and the ability to speak persuasively and passionately about our company, prioritize issues, and work effectively with leadership and team members.

Responsibilities

- Work with the media to generate positive press about Fairway America, LLC
- Develop newsworthy story angles and work closely with media and influencers to ensure on message coverage
- Craft and prepare media relations materials, press releases and articles that are well written
- Assist the Marketing Department with related administrative duties
- Proactively researching key media outlets to promote the company and its lending and investment products
- Developing and maintaining relationships with key financial industry reporters
- Work cooperatively with our EVP of Sales and Marketing and develop new PR strategies and campaigns
- Work cooperatively with our Finance, Credit and Servicing departments to develop materials, such as Q&A's and press releases, on key product and organizational developments
- Possessing a strong pitching style when dealing with the media will be key in generating positive press about Fairway America and the unique way we do business
- Being very driven, you will proactively "hunt the market" to develop prospective media venues that will include online social media
- Take ownership of writing and distributing press releases and public service announcements
- Developing consistent story and train the face of Fairway America
- Work in conjunction with PR and Marketing to develop new strategies, creative angles and campaigns
- Assist with PR related administrative duties

Qualifications

To succeed at Fairway America, the ideal candidate will have the following:

- A Bachelor's Degree in Journalism, Public Relations, Communications, English or a related field is required.
- Sales background is an asset. Experience in the Real Estate or Finance industries are a plus.
- Proven writing skills with ability to develop a wide range of communications: such as press releases, news articles and briefing pieces.
- Strong relationship building/networking skills
- Solid project management skills and attention to detail
- Creative thinker and highly motivated
- Works well independently and with others
- Solid, confident personality – not afraid to pick up the phone
- High degree of ethics and moral fiber
- At least 2 years of experience in the Public Relations field
- Exceptional attention to detail
- Enjoys working in a team atmosphere
- Experience in writing for media

Benefits

Fairway America is committed to maintaining a motivated, positive work environment full of great people who share, demonstrate, and live our core values. Take pride in working for a company that lives its core values, vision and mission/purpose and continually provides tangible value and benefit to its employees, brokers, borrowers and investors. Our benefits include:

- Excellent base salary
- Individual bonuses based on personal performance and as well as performance of the loan portfolio over time
- Company profit sharing participation (no waiting period)
- Medical & dental coverage
- Matching 401K plan
- Cafeteria plan (section 125 plan)
- Short term disability policy
- Company paid ongoing training and personal development
- Vacation, personal time off and company paid holidays
- Outstanding working environment
- Family friendly atmosphere and culture
- Working with other "A players" with a burning desire to win

Apply

If you feel you are an "A player", are up for our challenging, demanding, and rigorous hiring process, and would like to join a dynamic, growing company, please begin your application process by going to our career center at:

<http://fairwayamerica.com/jobopp26.php>

Phone calls are not accepted.