

Explore Asheville Convention & Visitors Bureau

JOB TITLE: Director of Public Relations

REPORTS TO: SVP Marketing

DEPARTMENT: Explore Asheville Convention and Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION:

- Explore Asheville is seeking an experienced and passionate leader to oversee the public relations (PR) efforts and the content it delivers, ensuring storytelling messages are consistent, timely and relevant.
- Responsible development of long-term strategies in alignment with organizational goals and day-to-day management in alignment with organizational values to inspire internal PR team, collaborate with in-market partners and cultivate productive relationships with regional, national and key international media.

RESPONSIBILITIES:

Directs all aspects of destination PR and media outreach, including:

- Successfully leads and develops internal staff including two PR Managers and PR Coordinator as well as manage necessary systems, contractors and partner agencies.
- Serves as the PR strategist guiding proactive, big-picture outreach to local, regional, national and key international media, creating audience-focused content with top-notch sense of trends and editing skills.
- Collaborates with sales, advertising, and content colleagues to leverage advertising, content, sales and promotion plans.
- Initiates and fosters strong and positive media relations on behalf of Asheville through media tours, FAMs, site visits, frequent follow up with previous contacts and cold call pitching of story ideas and angles.
- Provides guidance and support in:
 - Development of materials for regional, national and international press including news releases, story idea sheets, background papers, fact sheets, media advisories, video news release scripts, and articles.
 - Management of media inquiries, setting up interviews, providing background information and statistics, photos and video images, escorting journalists, and pitching ideas.
 - Planning and hosting site visits and media familiarization, including collaboration on international media FAMs that are often sent to Asheville through its relationship with the North Carolina Division of Travel, Film and Sports Development, Travel South and other agencies.
- Serves as media relations liaison with the North Carolina Division of Travel, Film and Sports Development on specific PR promotions, domestic FAMs, and other publicity opportunities such as radio promotions.
- Plans and coordinates news conferences when necessary.
- Responsible for issue management and crisis communication plan as it relates to external media contacts.
- Advocate on behalf of the organization's brand with external stakeholders and the media across all communications channels and vehicles.

- Understands the organization's mission, vision, values and strategic imperatives and ensure those are foundational when building objectives and communicating to the PR team.
- Represents Explore Asheville professionally at company and client sponsored events.
- Establishes and maintain productive working relationships with Asheville community partners and stakeholders
- Performs other related duties, special projects and assignments as required

OTHER TASKS:

- Stays abreast of organizations, happenings, events and relevant information that are critical to serving as the information source for journalists.
- Attends and/or participates in community activities and meetings as appropriate.
- Maintains an ongoing awareness of the important issues and personalities within the local and national media, as well as local issues impacting the CVB and tourism.
- Oversees and guides the efforts to effectively monitor, analyze and manage media relations initiatives and key results that can be quantified and measured over time.

EDUCATION AND EXPERIENCE:

Requires a bachelor's degree in English, journalism and/or communications plus at least 8-10 years of experience in the field of public relations. Background in media relations or work within the media is essential. Strong writing and editing skills and a pro-active marketing-oriented approach to public relations are critical. Additional experience in a variety of aspects of marketing is also helpful.

JOB KNOWLEDGE:

- Strong interpersonal skills, maturity, good judgment and capability to consistently communicate in a professional manner with a diverse range of individuals.
- Media relations and varied experience with all types of writing assignments are the two most important elements of experience needed.
- A demonstrated ability for creative thinking and communicating a message in a memorable, quick and effective way is critical.
- Ease in both written and oral communications and a thorough understanding of the role of public relations and how it can enhance and complement other marketing elements within the company are key.
- The ability to work with teams to accomplish desired outcomes and common goals is also important.
- A high degree of organizational skills are necessary to juggle the multiple projects and deadlines that are required of the person in this position.

COMPLEXITY OF DUTIES:

Performs some routine tasks, however, work is also very project driven. Must be able to prioritize, juggle multiple projects and meet deadlines. Computer skills and utilization of technology is required. Management skills are required.

SUPERVISION RECEIVED:

Works under the direction of the SVP of Marketing. Most duties will be performed autonomously with input and feedback from supervisor as warranted along with a regular exchange of updates and information with team members and the SVP.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the public relations department. Attention to detail is imperative. Proofreading is an essential part of the job. Most errors could be detected through proofing procedures. Undetected errors could range in severity from slight to far reaching.

CONTACT WITH OTHERS:

Contact with the media requires professionalism, quick thinking, and tact. Additional external contacts hospitality partners and the general public. Internal contacts include the CVB and Chamber staff and, at times, the TDA Board. Must be able to have good rapport with team members.

CONFIDENTIAL DATA:

Has access to marketing and sales information, database files, financial statements, and other Chamber-related information, all of which is considered confidential.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions, which require varied responses. While performing duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Requires visual acuity, manual dexterity and good eye/hand/foot coordination.

ENVIRONMENT:

Works in a normal office environment. Traveling and after-hours are required occasionally.