

JOB DESCRIPTION
Public Relations Specialist II
Asheville Convention & Visitors Bureau
(Updated 2016)

JOB TITLE: Public Relations Specialist II

REPORTS TO: Director of Communications

DEPARTMENT: Convention and Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION:

Works with the Director of Communications and PR Specialist to execute day-to-day media relations efforts in order to promote Asheville to the national and international markets as well as throughout the region. Works directly with editors, print reporters, broadcast journalists, bloggers, freelance writers, film makers, photographers, authors and publishers of travel-oriented books.

JOB DESCRIPTION:

This position is akin to a junior account executive and will be instrumental in assisting with pitch development, on-site journalist visits, development of PR story pitch sheets and background material, development of news releases with oversight and direction from other members of the team, and assisting with media requests for materials, information and proofing.

Works with the Director of Communications and PR Specialist in handling media queries, setting up interviews, providing background information and statistics, photos and video images, escorting journalists, and proactive pitching.

Develops media materials and writes news releases, story idea sheets, backgrounders, fact sheets, media advisories, video news release scripts, articles and pitches aimed at local, regional, national and international press. Maintains online news room and media photo gallery.

Employs social media as a media relations, destination news and story inspiration tool. Monitors and connects with key media contacts online, ensuring that the ACVB engages/thanks/echoes their coverage of the destination and looks for opportunities to strengthen relationships and pitch them in online forums.

Coordinates and tracks destination news dissemination including creation and maintenance of media lists using contact database software, as well as the development and deployment of targeted press releases/pitches via email, newswire services and ACVB media/content channels.

Works with the Director of Communications and PR Specialist to plan and execute media tours including scheduling of appointments (including radio and TV appearances), coordinating community partners, developing press trip materials, building trip itineraries, executing the media trip, and following up with journalists during and after the trip.

Coordinate on-site media visits, blogger fams, international media trips, TV remotes or any other on-site media visit or opportunity, including hosting international and domestic fams or writers in

partnership with the Visit NC and Travel South. This often means escorting the journalists and/or meeting them for lunch or dinner.

Assists with communications, messaging and media efforts within the sales sector by supporting proactive outreach efforts in the form of pitches and story ideas to key trade publications.

Part of a team effort in the organization of local media events that enhance the standing of tourism in the community or the unveiling of specific marketing efforts.

OTHER TASKS:

Proofreads materials.

Attends and/or participates in community activities and meetings as appropriate.

Maintains an ongoing awareness of partners, events, stories and personalities as well as the important issues within the local and national media, as well as local issues impacting the CVB and tourism.

EDUCATION AND EXPERIENCE:

Requires college degree in English, journalism and/or communications plus at least two years experience in the field of public relations. Background in media relations, media pitching or work within the media is essential. Strong writing and editing skills and a pro-active marketing-oriented approach to public relations are critical. Thorough understanding of AP style required.

JOB KNOWLEDGE:

Media relations and varied experience with all types of writing assignments are the two most important elements of experience needed. 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. A high degree of organizational skills are necessary to juggle the multiple projects and deadlines that are required of the person in this position. Experience in social media is increasingly important in the job.

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. Travel is required.

SUPERVISION RECEIVED:

Works under the direction of the Director of Communications. Many duties will be performed with limited supervision and oversight from supervisor.

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 ACVB and Chamber staff and, at times, the TDA Board.

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.