



JOB TITLE: Public Relations Coordinator
REPORTS TO: Director of Communications
FLSA CLASSIFICATION: Non-exempt

Summary

This is an entry level position that assists the public relations department with media and public relations efforts. The PR Coordinator is responsible for assisting with day-to-day media relations efforts to promote Asheville to the national and international markets as well as throughout the region.

Essential Duties and Responsibilities

- Provide administrative support to the Public Relations team in the Marketing Department and assist in the execution of the work plan to raise awareness and inspire travel to the Asheville area.
- Coordinate monthly earned media clip analysis, execute PR team reports that feed into dashboards, apprise clipping service of upcoming or missing media coverage, maintain press clip and other PR team files, and prepare clip round-ups for various purposes.
- Share major media coverage across the Explore Asheville team. Ensure that CVB-generated clips are shared directly with local partners to make the connection to Explore Asheville PR efforts.
- Coordinate the media database and develop media lists for targeted outreach using media relations software. Work with Cision and PR Newswire to handle direct distribution of media information as needed.
- Respond to image, video, and digital asset requests from media, requiring knowledge of brand image library and policies that govern the use of Explore Asheville imagery. Support management of press photo and video/b-roll hub via Explore Asheville's digital asset management system.
- Route media requests, answer routine inquiries, execute fact checks, support upkeep of press sheets/backgrounders and provides information to journalists as directed by PR team.
- Support journalists on assignment and media research trips to Asheville. Secure itinerary elements, book accommodations, and schedule partner connection points for visiting journalists, as well as organize details for larger FAMs and media events, including coordination of media welcome amenities.
- Support intake process for media site visit and influencer partnership requests, leveraging vetting protocols, standardized responses, and media request forms. Help pull major opportunities into team activation systems and provide an appropriate level of welcome, support and connectivity to media/influencers passing through Asheville.
- Help track and gather community news for integration into PR efforts. Work with the PR and Community Engagement team to develop and manage partner outreach lists. Disseminate media leads and requests for information, as needed, to partner lists and Explore Asheville partner communications channels in support of national media requests and opportunities.
- Lead upkeep of ExploreAsheville.com online newsroom as a source for fresh news content, accolades, and destination highlights.
- Assist with various administrative tasks as assigned by the Director of Communications.
- Maintain confidentiality of marketing and sales information, database files, financial statements, Web statistics, and other sensitive data.

Supervisory Responsibilities

None

Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where the Public Relations Coordinator is asked to help other team members with their work, completing tasks outside of this description.

Qualifications

- Bachelor's degree (B.A./B.S.) from a four-year college or university in Journalism, English, Public Relations, Marketing, Communications or similarly relevant major required.
- Minimum of one year of experience in the field of public relations.
- Background in media relations, media pitching, or work within the media is essential.
- Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
- Thorough understanding of AP style required.
- Strong writing and editing skills and a proactive marketing-oriented approach to public relations are critical.
- 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 organization are key.
- Experience in social media is beneficial.
- Attention to detail, accuracy, and quality assurance a must.
- Proven commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, organization, planning, and problem-solving skills.
- Goal-driven with the ability to effectively manage multiple priorities and adhere to deadlines.
- Must be a strategic thinker and a proven self-starter able to support achievement of organizational goals.
- Must be highly organized and detailed-oriented.

Working conditions

The employee may be required to work both inside and outside an office setting, perform regular evening and weekend work, and attend special programs and events. Work may involve public appearances.

Physical requirements

The employee may experience prolonged periods of sitting or standing, speaking, and walking. The employee will routinely be required to stand, walk, reach with hands and arms, talk, and hear. The employee should be able to lift up to 50 pounds.

Travel Required

Up to 10%.

EEO Statement

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color,

religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Instructions for Applying

Explore Asheville has contracted with Craft HR Solutions in Asheville to serve as the recruiter for this position.

Submission Requirements:

- Current Resume
- Letter of Interest

Submit your resume and letter of interest to heather@crafthrsolutions.com. Be sure Public Relations Coordinator is in the subject line.