



**JOB TITLE:** Public Relations Manager

**REPORTS TO:** Director of Communications

**FLSA CLASSIFICATION:** Exempt

### **Summary**

The PR Manager is responsible for executing day-to-day media relations efforts to promote Asheville to the national and international markets as well as throughout the region. This role works directly with editors, print reporters, broadcast journalists, bloggers, freelance writers, film makers, photographers, authors, and publishers of travel- oriented books.

### **Essential Duties and Responsibilities**

- Initiate and foster strong and positive media relations on behalf of Explore Asheville.
- Represent Asheville in a positive and accurate light through cold call pitching of story ideas and angles along with media tours, FAMs, site visits, and frequent follow up with previous contacts as well as contact through social media channels.
- Collaborate in handling media queries, setting up interviews, providing background information and statistics, photos and video images, escorting journalists, and pitching ideas.
- Develop media materials and write 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.
- Oversee basic design of pitch sheets, press kit materials, and other media assets as needed.
- Collaborate to plan and execute all phases of media missions including scheduling of appointments (including radio and TV appearances), coordinating community partners, developing press trip materials, building trip itinerary, 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 North Carolina Division of Travel, Film and Sports Development, and Travel South, which often includes escorting journalists and/or meeting them for meals.
- Assist with communications, messaging, and media efforts within the sales sector by ensuring a proactive outreach effort in the form of pitches and story ideas to key trade publications and by providing communication and creative messaging input as needed and requested on sales initiatives, collateral, and efforts.
- Participate in the 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.
- Proofread materials.
- Attend and/or participate in community activities and meetings as appropriate.
- Maintain an ongoing awareness of partners, events, stories, and personalities and the important issues within the local and national media, as well as local issues impacting tourism.
- 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 Manager 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 English, Journalism, or Communications required.
- Minimum of four years 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 25%.

**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](mailto:heather@crafthrsolutions.com). Be sure Public Relations Manager is in the subject line.