



Job Title: Public Information Manager
Reports to: VP of Destination Development & Community Engagement
Department: Destination Development & Community Engagement
FLSA Status: Exempt

Position Summary:

The Public Information Manager is accountable for developing and implementing internal and external organizational communication strategies for Explore Asheville and the Buncombe County Tourism Development Authority (BCTDA) to ensure that unified, consistent, and positive messages define and promote the organization’s mission, strategic imperatives, and values. The role establishes and maintains cooperative relationships with staff, partners, the public and local media to generate good will throughout the community. The Public Information Manager serves as Explore Asheville’s spokesperson, manages the creation of the annual report, writes, and distributes all local news releases, working with BCTDA Members and staff to present a positive and professional image.

Essential Duties & Responsibilities:

Public Information

- Develop, manage, and execute the annual community and partner communication plan, outlining objectives, tactics, and deadlines for the year. Ensure collaboration and support throughout the organization as needed.
- Develop communications that foster broader community understanding and support of the benefits and contributions of visitors in improving the lives of residents, strengthening the vitality of the local community.
- Serve as the official liaison to respond accurately and timely to public affairs requests and web inquiries from the public in compliance with the North Carolina Public Information Act.
- Draft talking points, speeches, presentations, and press releases for organizational communications. Pursue feature and article placements in targeted media in support of organizational objectives.
- Lead proactive industry communication efforts in collaboration with our executive team.
- Promote and maintain a relationship of mutual cooperation and respect with all media in support of their efforts to provide accurate information to the residents and visitors of Western North Carolina.
- Assist CEO and executive team on crisis management of all external communications regarding various issues that have the potential to impact Asheville’s tourism community.
- Attend community meetings to gain an appreciation for community issues and priorities.
- Support the organization in the development and implementation of partner engagement.

- Produce effective content (print, email, and video) about the organization and tourism community for dissemination to the public.
 - Responsible for partner and community eNewsletter content, design, and deployment.
 - Responsible for planning, production, and content of organizational annual report.
 - Manage the AshevilleCVB.com website and contribute content consisting of a variety of information, programs, and services available for media and public review.
- Conduct assigned areas of responsibility with a high degree of professionalism and independence.
- Able to work occasional long hours on an irregular schedule, especially when Explore Asheville is hosting community events or is impacted by crisis situations or incidents.
- Oversee and ensure adequate internal controls on all Explore Asheville public information strategies and tasks.

Team Leadership

- Accountable for the day-to-day workload and contribute to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

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 this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 6 years of experience in communications and public relations. Preferred degree in Marketing, Public Relations, Journalism, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Strong written and verbal communications skills with the ability to take complicated and sometimes emotionally charged information and articulate it into understandable stories and presentations.
- A natural, innate ability to face the public and media, in a professional manner, often under trying circumstances.
- Experience organizing special events such as news conferences or awards ceremonies.
- Excellent organizational, project management, analytical, presentation and technical skills.
- Thoughtful, curious and detail driven with a desire to teach and support others.
- Working knowledge of social media platforms such as Facebook, Twitter, Instagram, Snapchat, TikTok, etc.
- Required experience in Simpleview or similar CRM.

- Skills in Photoshop, HTML 5 preferred.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

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 applicable 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. Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, and employee wellness benefits.