



Job Title: Public Relations Manager
Reports to: Director of Public Relations
Department: Marketing
FLSA Status: Exempt

Position 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, influencers, bloggers, freelance writers, film makers, photographers, authors and publishers of travel-oriented books.

Essential Duties & Responsibilities:

Public Relations Management

- Initiate and foster strong and positive media relations on behalf of Explore Asheville in alignment with its strategic imperatives and values.
- Represent Asheville in a positive and accurate light through 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, crafting key messages, providing photos and video assets, escorting and hosting journalists, and pitching ideas proactively and in response to reactive requests.
- Develop media materials and write news releases, story idea sheets, backgrounders, fact sheets, media advisories, video news release scripts, articles and pitches aimed at regional, national and international press.
- Oversee basic design of pitch sheets, press kit materials and other media assets as needed.
- Manage the function and content of the Online Press Room, ensuring news blurbs, releases and accolades are up to date.
- Support management of media intake, inputting connections into tracking systems and facilitating assignment of tasks related to media inquiries, opportunities, and site visit requests.
- Curate targeted outreach lists, track shifts in the media landscape and build strategies towards earned coverage opportunities leveraging media database and PR analytics platforms (i.e., Cision) in alignment with strategic priorities, outreach campaigns and seasonal initiatives.
- Coordinate and curate media assets in the CrowdRiff Media Hub, working with the content team to update galleries as new photo and video assets become available.
- Collaborate to plan and execute all phases of media tours and media marketplace events including scheduling of appointments (including broadcast 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 and influencer visits in the destination, 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 Visit North Carolina and/or other destination marketing partners, which often includes escorting journalists, planning welcome events and/or meeting them as an Asheville host for meals and activities.
- Coordinate media events, roadshows and blitzes that showcase Asheville's distinctive personality and attributes as a leisure travel destination, as well as a meetings, sports, and incentives destination, keeping the Asheville area top-of-mind among relevant media.
 - Provide logistical support and onsite execution for assigned events including negotiating venues, F&B and A/V vendors and other required contracts, working with partners, developing event signage and collateral.
 - Support in the development and execution of event programming that effectively tells the Asheville story and engages attendees.
 - Manage targeted media outreach, including developing tiered invitation lists, securing attendance and post-event follow-up.
- Support the group sales marketing efforts through media outreach and content support highlighting Asheville's intellectual capital and attributes as a top destination for meetings, corporate events, sports and group travel.
- Proofread materials.
- Attend and/or participate in community activities and meetings as appropriate.
- Maintain an ongoing awareness of partner news, events, stories and personalities and the important issues, trends and storylines covered by 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.

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 (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.

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:

Up to 25%, as well as 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.