



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 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.
- 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.
- 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.

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.

Signature

Employee signature below indicates the employee's understanding of the requirements, essential functions, duties, and responsibilities of the position.

Employee_____ Date_____