



**Job Title:** Public Relations Manager

**Reports to:** Senior Marketing & Communications Manager

**Summary:** The Public Relations Manager will lead Visit Bucks County's public relations strategy and outreach to increase brand awareness and overnight visitation to Bucks County.

**The responsibilities for this position include, but are not limited to:**

#### Public Relations

- Manages public relations and media outreach for all markets—leisure, business-to-business and organizational.
- Cultivates strong relationships with local, regional and national press across various media, including print, digital and broadcast focusing on a variety of target markets including but not limited to New York, New Jersey, Washington, D.C., Harrisburg, PA and the Greater Philadelphia region.
- Develops creative partnerships/initiatives for events, in-market activations, promotions, and contests in target markets.
- Hosts key members of the media/social influencers/travel writers for press trips and FAM tours to increase media coverage.
- Monitors editorial and production schedules to ensure Bucks County appears in key features and broadcast programming.
- Manages internal press release/pitching calendar that coincides with overall marketing/communications content calendar.
- Collaborates with Visit Bucks County partners on press/editorial opportunities and initiatives.
- Liaisons with regional tourism partners to increase PR/social media/content collaboration.
- Seeks out opportunities to raise Visit Bucks County's local/industry profile through speaking engagements, op/eds and award nominations.
- Drafts talking points and speeches for Visit Bucks County team members for internal/external opportunities.
- Leads internal/organizational communications initiatives to elevate Visit Bucks County's presence locally and within the tourism and hospitality industry.
- Assists the Senior Marketing & Communications Manager with drafting press releases, award submissions and publicity event coordination.
- Assists with writing content for Visit Bucks County marketing materials and VisitBucksCounty.com.

#### Social Media

- Posts, engages and curates digital (consumer, media and business-to-business) content for Visit Bucks County's Twitter and LinkedIn channels.
- Manages Twitter and LinkedIn content calendar and collaborates with all staff on topics, timing and reporting.
- Monitors digital and social platform trends and provides tactical and strategic recommendations.

# VISIT BUCKS COUNTY

*Pennsylvania*

**The successful candidate for this position possesses the following skills and abilities:**

- Minimum 3-5 years of experience in public relations.
- Strong AP style, writing and editing skills a must.
- Excellent research, organizational, written, verbal and interpersonal skills.
- Extensive knowledge of social media, specifically Twitter and LinkedIn.
- Desire to travel to target markets in order to cultivate relationships with media.
- Experience with Cision or a similar media monitoring software.
- Ability to work evenings, weekends to meet the demands of press inquiries; monitor social media channels.
- Ability to prioritize and handle simultaneous projects.
- Ability to meet deadlines and stay at/under budget.
- A sense of humor.
- Creativity.

**Please send cover letter, resume and salary requirements to [AlexaJ@VisitBucksCounty.com](mailto:AlexaJ@VisitBucksCounty.com). No phone calls, please.**

*Visit Bucks County is the official tourism promotion agency for Bucks County.  
[VisitBucksCounty.com](http://VisitBucksCounty.com)*