



**Senior Manager of Public Relations  
& Content Strategy**

**JOB DESCRIPTION**

**JOB TITLE:** Senior Manager of Public Relations & Content Strategy

**DEPARTMENT:** *Marketing*

**POSITION REPORTS TO:** Vice President of Marketing & Film Commissioner

**EXEMPT OR NON-EXEMPT:** Exempt (Professional)

**SUMMARY OF BASIC FUNCTIONS:**

Direct and implement Visit Fort Worth's public relations and content marketing efforts, including social media; content strategy, development and distribution; media hosting, pitching, writing and managing NYC based PR agency -- based on the strategy set with team leadership. Generate buzz for Fort Worth, boosting interest in tourism, and collecting stories from across the community.

**REPRESENTATIVE DUTIES AND RESPONSIBILITIES:**

**50% Content Strategy**

- Create annual organization-wide content plan to support all aspects of tourism: leisure, sports, meetings and more.
- Content plan includes but is not limited to social media (paid and organic); blogs, web content, themed presentations, press releases, client communications, corporate communications, and some speech writing
- Implement and manage paid social media campaigns
- Manage day-to-day activities and projects of Content Coordinator
- Manage Visit Fort Worth and Fort Worth Sports social media channels, working closely with content coordinator to write creative original content for each outlet daily while seeking opportunities to further engage and respond through these channels
- Serve as editorial manager for Fort Worth bloggers; assigning, editing, and curating content on a weekly basis
- Create and manage engaging social media promotions and schedule guest influencer takeovers
- Work closely with Research Director to analyze the effectiveness of content within paid social campaigns, blog engagement and more.
- Work closely with AVP of Creative and Brand to curate photography opportunities in-line with overall content strategy
- Oversee photo asset management closely with content coordinator
- Help manage brand partnerships and paid special event social campaigns
- Manage consumer email campaigns and database (including monthly consumer and blog newsletter)
- Advise and implement paid social opportunities for sub-brands: Fort Worth Herd, Film Fort Worth and Visita Fort Worth

## **50% Public Relations**

- Manage media relations outreach and media interactions for Visit Fort Worth
- Manage/oversee day-to-day relations of Visit Fort Worth NYC based-PR agency
- Manage media monitoring and media contact list development, updates and tracking using Visit Fort Worth media monitoring tools (CISION and TV Eyes).
- Create and manage monthly pitch calendar for short and long-lead pitches (working closely with NYC PR agency)
- Create itineraries for media visits and proactively seek out high-profile regional and national media to host in Fort Worth
- Represent Visit Fort Worth on media missions and at tradeshow
- Act as media relations representative at Visit Fort Worth events
- Draft a variety of written materials including press releases, announcements, itineraries, invitations, presentations, blog posts, web, newsletters, and other marketing materials as needed.
- Collect data, prepare, and develop internal reports of the Visit Fort Worth's secured media coverage, including monthly board report.

## **KNOWLEDGE, SKILLS AND ABILITIES:**

The Senior Manager of Public Relations & Content Strategy must be able to provide thorough, accurate and comprehensive support to the Visit Fort Worth Marketing Communications Department. Must organize and manage multiple projects in order to meet deadlines. Individual must have strong written and verbal communication skills, excellent interpersonal skills and a positive "can do" attitude. Demonstrates strong time management and organizational skills, detail oriented and comfortable with a dynamic environment and small team culture. The position will require working some evenings and weekends, and limited travel. Computer literacy must include working knowledge of Word, PowerPoint, and Excel programs, plus Internet research capabilities, experience with media monitoring tools preferred but not required. In addition, a command of public relations, marketing, and tourism is necessary. Candidate must be highly responsive, energetic and proactive in their approach to public relations, and be an appropriate ambassador for Visit Fort Worth. Equivalent to a bachelor's degree from an accredited college or university with major course work in communications, journalism, marketing or English required.

## **POSITION QUALIFICATIONS:**

**Education:** Bachelor's degree from an accredited college or university required with major course work preferred in Communications, Public Relations, Journalism, Marketing or English.

**Experience:** Minimum five years in Marketing, Communications, Public Relations, Journalism or a related field.

**Special Skills:** English usage, spelling, grammar, punctuation, and AP Style. Some desktop publishing, including writing and simple design may be required. PC and Internet knowledge & understanding/experience in e-marketing is necessary. Ability to develop and write effectively and communicate concisely – both verbally and in writing – is required.

## **WORKING CONDITIONS:**

Senior Manager of Public Relations & Content Strategy should be able to provide thorough support to the Marketing Communications Department. The position will often require working some evenings and weekends. Must be able to work irregular hours; subject to many interruptions, varying and unpredictable situations while working on multiple projects and priorities. The ability to effectively conduct verbal communication with internal and external and perform required reading, writing and math skills is also required.

## **PHYSICAL DEMANDS:**

Sitting - Constant  
Standing - Occasional  
Walking - Occasional  
Lifting - Occasional (medium, 20 - 30 lbs.)  
Carrying - Occasional (medium, 20 - 30 lbs.)

Pushing - Occasional (medium, 20 - 30 lbs.)

Pulling - Occasional (medium, 20 - 30 lbs.)

Reaching - Frequent

Handling - Frequent

Kneeling - Rare

Stooping - Rare

Crouching - Rare

Bending - Occasional