

Fredericksburg Convention and Visitor Bureau (FCVB)

POSITION: Public Relations Manager (Hybrid)

STATUS: FLSA Exempt

JOB SUMMARY: This position uses a variety of media outlets and public relations functions to promote Fredericksburg and Gillespie County as a premier meeting, and leisure destination.

RESPONSIBILITY AND AUTHORITY:

Reports to and works under the supervision of the Vice President of Marketing and Public Relations.

EDUCATION AND EXPERIENCE REQUIREMENTS: The position requires a four-year degree and 3-5 years related experience in public relations, marketing, advertising, tourism, business, or other related field, with knowledge of marketing and social media. Technical certificates and certifications are a plus.

DUTIES AND RESPONSIBILITIES: With direction and approval from the Vice President of Marketing and Public Relations, this position promotes Fredericksburg and Gillespie County attractions, accommodations, restaurants, wineries, retail, recreation facilities, as well as special events and festivals to local, regional, national and international consumer and trade media, visitors, residents and community stakeholders.

ESSENTIAL FUNCTIONS: With direction from the VP of Marketing & Public Relations

- Create, edit, and maintain key editorial media materials including:
 - a robust digital media kit on VisitFredericksburgTX.com
 - the media portion of the FCVB website including what's new, updated photography and other documents.
 - obtaining and organizing the FCVB editorial image gallery including imagery from local stakeholders as well as taking original photography as needed
 - Writing and distributing weekly/monthly press releases targeting key outlets and editorial angles
 - Create, maintain, and edit the FCVB's media related CRM data.
 - Develop and maintain a robust and segmented press release distribution list used for monthly press release distribution.
 - Develop and maintain relationships with local, regional, and national media focused on the travel and tourism and meeting industries.
- Plan and execute monthly media familiarization tours, media events and media outreach.
 - Host 1-3 additional journalist/social influencer FAMs monthly (in addition to Geiger & Associates)
 - Host four Geiger & Associates group FAMs annually.
 - Build media FAM itineraries, secure accommodations, book appointments, research media outlets and journalists.
 - Vet and solicit journalists and media for FAM consideration.
 - Develop and maintain with the Governor's Office of Economic Development and Tourism; participate in media familiarization tours with the Governor's Office when appropriate.
- Develop a reimagined FCVB PR editorial calendar outlining story/editorial ideas.
 - Curation of FCVB PR editorial calendar featuring events, live music, local attractions, industry events, marketing initiatives, seasonal themes and more for use in editorial pitches, social media, newsletters, etc.

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- Calendar should include links to current FCVB site content and include information on relevant media outlets and related deadlines for pitches.
- Calendar should include topics/themes for FCVB column in Fredericksburg Standard columns.
- Calendar should be robust and forecast at least 18-24 months into the future.
- The FCVB editorial calendar will also guide FCVB social media marketing themes and initiatives.
- In collaboration with the FCVB Marketing & PR Team, write, create, edit, and publish/distribute and maintain the FCVB blog.
- Collaborate extensively with the FCVB Marketing Manager to provide editing, fact checking and support for FCVB marketing initiatives including collateral pieces.
- Track and produce monthly statistical reports via the CRM and other data sources to produce timely and accurate reporting for the communications team.
- Support VP of Marketing and Communications during preparation for annual budget planning.
- Represent the FCVB at media, tradeshow, industry, and community events as needed.
- Perform related duties as directed when such duties are logical and appropriate.
- Regular and timely attendance is required for this position.
- Interact professionally and respectfully with the public, coworkers, and others in the course of daily work.

EXPECTATIONS:

1. Provide superior customer service while developing and maintaining effective working relationships with visitors and community stakeholders.
2. Establish positive relationships with staff & stakeholders that will assist client and team in creating value-added opportunities.
3. Demonstrate an ability and willingness to provide efficient and quality service to both internal and external customers.
4. Adapt quickly to changing volume of work and responds appropriately and positively to various situations.
5. Keep informed on trends and events through industry association involvement.
6. Work cooperatively across organizational departments to ensure consistency of messaging and leverage existing resources where appropriate.

REQUIREMENTS:

- Ability to quickly develop a complete working knowledge of Fredericksburg and Gillespie County including all its attractions and amenities.
- Ability to oversee the production and distribution of press releases and other materials to the media.
- Excellent writing and editing skills for all communication channels. Knowledge of Associated Press (AP) Style Guide, specifically for online channels. Command of the basic principles of journalism, English usage, including spelling, grammar, punctuation, and business correspondence. Extensive editing and proofing skills.
- Must have excellent verbal and written communication skills.
- Demonstrated ability to utilize and operate in all areas of social media, keeping current on emerging trends. Enthusiasm for web, social media, and marketing trends.
- Proficiency with computer and internet use, including Microsoft Office application software

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including Word, Outlook, Excel, and PowerPoint. HTML and website design programs.

- Keen interpersonal and organizational skills, flexibility, and ability to multitask.
- Ability to work irregular hours, including but not limited to evenings and weekends.
- Strong project management and time management skills.
- Ability to manage and complete multiple simultaneous projects.
- Dynamic personality with the ability to shift modes of operation seamlessly.
- Ability to analyze data to assess performance and ROI.
- Have or obtain within thirty days of hire a valid Texas driver's license with an acceptable driving record and possess reliable transportation.

DISCLAIMER:

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.