



Mississippi Gulf Coast Regional Convention and Visitors Bureau
d.b.a. Coastal Mississippi

JOB TITLE: Public and Media Relations Executive

DEPARTMENT: Communications and Engagement

SUPERVISOR: Director of Communications and Engagement

GENERAL JOB DESCRIPTION

Assists the Director of Communications and Engagement with all segments of the Bureau's communications and public/media relations programs and in achieving department goals as they are developed.

DUTIES AND RESPONSIBILITIES

- Develops an awareness program; contacts travel writers, editors, and related media associates and solicits editorial coverage selling the destination as a leisure and convention destination.
- Provides information, assistance, and services to travel writers, convention writers, food writers, and other media.
- Coordinates media FAMs and media blitzes.
- Maintains database of travel writers, editors, and related media associates based on interests.
- Maintains positive working relationships with members of the media.
- Maintains press kits and fulfills requests.
- Maintains database of media outlets for news releases.
- Writes and edits press releases and copy for a variety of Bureau communications.
- Maintains and manages the digital photo library including responding to outside requests for materials.
- Reports publicity activity and value; tracks earned media contributions in CRM system; maintains story clipping file on all media stories related to the destination.
- Participates in appropriate professional associations.
- Responds to consumer inquiries from emails, and phone calls as assigned and monitors and responds to blogs and other social media as assigned.
- Other duties as assigned.

QUALIFICATIONS FOR THE JOB

- Excellent writing skills including a command of grammar usage and vocabulary.
- Strong attention to detail and proofreading.
- Desktop publishing experience is a plus.
- Experience with media relations.
- Familiarity with the tri-county region of Coastal Mississippi.
- Must be neat and professionally well-groomed.
- Must be aware of all related safety procedures.

PERFORMANCE MEASURES

- 10 new media contacts/month
- 8 (PR) calls/month (idea pitches)
- 10 - 15 FAM participants & publications represented annually
- 2 - 4 press releases issued/month
- Increased response to media inquiries over the prior year
- 3 CVB-assisted articles per month