

Visit Lake Charles

JOB DESCRIPTION

Job Title: Director of Public Relations
Direct Report: Chief Marketing Officer
Job Location: VLC
Classification: Exempt

Position Summary

The primary role of the Director of Public Relations is to provide fulfillment as it relates to public relations, communications, and promotion of the Lake Charles/Southwest Louisiana area.

Duties and Responsibilities

Engages in media relations by actively managing professional relationships with local, regional, national, and international journalists and editorial decision makers.

Host media, travel writers, and bloggers, build itineraries, and organize and implement media-related fam tours booked internally or through public relations agency.

Research and develop story ideas for media, travel writers, and bloggers.

Handle all media calls and interview requests to provide information, and work with appropriate staff members and industry partners to provide interviews for articles.

Manage public relations platform and relationships with all local media outlets.

Build and foster critical relationships with Louisiana Office of Tourism, Brand USA and key outlets across media (print, broadcast, online) in major markets to raise destination awareness, pitch new angles and destination development and maximize message visibility.

Work with the CMO, Senior Director of Social Media/Communications, and Director of Communications to write, develop and disseminate news releases and media advisories as needed.

Work with media to provide images, videos, b-roll, etc., and provide access to Digital Asset Management (DAM) software.

Ensure that all media contact information is updated in Media/PR User Group in Content Relationship Management system (CRM).

Ensure that articles related to Lake Charles/SWLA and the tourism industry are entered in Media/PR User Group in CRM software in a timely manner, and all are tagged with the appropriate industry partners in CRM.

Identify thought leadership opportunities that deliver earned media coverage of Visit Lake Charles initiatives and programs.

Serve as point person for the development of presentations for all departments, including but not limited to board presentations, bid presentations, educational sessions, etc.

Serve as point person to disseminate all communications to industry partners and stakeholders, including but not limited to invitations, press releases, logo usage, etc.

Add press releases in a timely manner to the Media landing page on VLC's website.

Work with CMO and Senior Director of Brand Marketing on projects and creative that enhance Lake Charles/SWLA as a dynamic leisure destination.

Work with advertising agency on assigned projects as directed by CMO.

Responsible for organizing and coordinating all services needs for any familiarization tours, events, projects, etc., that this position is responsible or assigned as team lead including reservations of Gumbeaux Gator Performances, step-on guides, registration assistance, food and accommodations, rental equipment, use of parade float and any other service required for such event.

Work with industry partners to provide sales-driven marketing expertise and creative ideas to help them promote their business on their marketing channels.

Travel to tradeshow, educational seminars, etc., and networking meetings to promote the Lake Charles area.

Work with McNeese and SOWELA to implement and oversee an internship program for communications/public relations that benefits the students as well as VLC.

Involved in professional and/or civic organizations to enhance networking opportunities as approved by supervisor.

Attend industry-related functions whereas required. Assume additional responsibilities as assigned.

Position Qualifications and Requirements

- College degree or equivalent relevant experience in related field
- Public relations or journalism experience
- Advanced verbal and written communication skills
- Excellent communication, time management, and organizational skills
- Strong interpersonal skills
- Keen attention to detail and ability to set and meet multiple deadlines
- Working knowledge and trends of most current technologies and products used in the industry
- May be required to work additional hours, including overnight travel
- Possess valid driver's license and have reliable transportation
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 25 lbs. *(The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.)*

Disclaimer: Nothing in the job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time.