

MONTEREY
Monterey County Convention
& Visitors Bureau

Job Title: Public Relations Manager
Reports To: Director of Marketing Communications
Department: Marketing Communications
Job Status, Classification: Full-time Regular, Exempt

Position Summary

The Public Relations Manager is responsible for the strategic planning, development and execution of media initiatives and budgets for the organization. The Public Relations Manager promotes a favorable public image for Monterey County and the MCCVB through creation and curation of editorial content in alignment with the mission, vision and values of the MCCVB.

Functions & Responsibilities

- Develops and executes strategic earned media plans including press releases, media pitches, media FAM trips, content generation and curation and other PR tactics
- Ensures accuracy and quality of PR materials
- Manages resource allocation to achieve organizational goals.
- Establishes and maintains regional, national, international, local, and targeted trade media relationships with key contacts and publications.
- Supervises the Communications Specialist to ensure maximum departmental success
- Manages PR agencies, ensuring strategic direction and execution of plans and integration with team members
- Develops and manages communications budget, tracks and controls expenditures and provides accurate forecasting. Provides monthly billing reports to Finance.
- Utilize appropriate analytics and media tracking services to monitor and report program performance
- Liaises with internal teams and community stakeholders to gather and provide event schedules and information for annual Car Week Media Roundtable. Schedules and secures local and regional media opportunities for MCCVB.
- Updates and maintains crisis communications plan and communications as part of the MCCVB crisis management team (CMT)
- Liaises with strategic partner's PR/media teams to ensure inclusion and maximum exposure for the destination
- Cultivates media interest and participation in promotional campaigns, MCCVB events and other organizational initiatives
- Creates internal process efficiencies and improves value for stakeholders
- Collaborates with Content Manager to create strategic content plans to leverage editorial coverage and editorial opportunities
- Contributes to the organization's management direction and serves as an ambassador for the organization
- Contributes to our safe, healthy, positive and harmonious work culture and environment.

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Other Duties

Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice.

Reasonable accommodations may be made to enable individuals with disabilities to perform the functions and responsibilities.

Competencies and Expectations

- Superior, professional written and verbal communication skills
- Superior editing and proofreading skills
- Creative developer of public relations initiatives/programs
- Accomplished at multi-tasking, both giving and following direction and using creative planning skills
- Superior organizational and problem solving abilities. Detail oriented.
- Results driven, proactive and able to work independently and in groups
- Dynamic and fair leader
- Supervisory skills including training, team motivation and performance management
- Ability to thrive in a fast-paced work environment
- Ability to relate to and work with a wide variety of stakeholders
- Ability to oversee and execute projects with minimum amount of supervision
- Ability to work under pressure and maintain professionalism
- Ability to recognize and maintain confidentiality of information
- Available to work evenings and weekends as assigned.

Desired Education and Experience

- Five to eight years' experience in a public relations manager level position
- College degree in journalism, Public Relations, English, professional writing, or related field
- Experience managing outside agencies as well as internal teams
- Experience with media tracking systems
- Experience in strategic program development, planning and implementation.
- Experience developing and managing budgets
- Proven sound independent decision making abilities
- Proficient in Microsoft Office products, Word, Outlook, PowerPoint and Excel

Preferred Education and Experience

- Knowledge of Monterey County products and assets
- Prior CVB and/or other travel and tourism experience
- Proficiency using a CRM or similar database system
- Proficient in both PC and MAC systems and familiar with cloud computing environments

Additional Eligibility Qualifications

- Must be able to maintain an excellent attendance record.
- Valid Driver's license and reliable transportation required.

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Supervisory Responsibility

This position supervises the Communications Specialist.

Work Environment

This job operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

Physical Demands

This is largely a sedentary role; however, some filing and moving around within the office is expected. This role requires the ability to lift items, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of regularly scheduled work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work may be required as needed.

Travel Expectation

It is expected for this position to travel up to 20% within Monterey County and occasionally beyond.