

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

Position Summary

The Public Relations Manager is responsible for the strategic planning, development and execution of communications and media relations initiatives and budgets for the organization. The Public Relations Manager tells our destination's story through creation and curation of editorial content in alignment with the mission, vision and values of the MCCVB.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful leader
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest and accountable
- Positively contribute to the team culture
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization

Role and Responsibilities Overview

- Develops and implements strategic earned media plans with focuses on leisure travel, meetings and conferences, and local initiatives
- Executes media relations tactics including press releases, media pitches, media and influencer FAMs, content generation and curation and other PR tactics
- Establishes and maintains media relationships with key contacts and publications
- Directly supervises the Marketing Communications Coordinator to ensure program success and efficiency
- Manages MCCVB's PR agency ensuring strategic direction and execution of plans, as well as integration with overall Marketing Communications campaigns and initiatives
- Manages MCCVB's digital influencer strategy and program
- Supports social media content creation, messaging and integration as an extension of PR
- Develops and manages communications budget, tracks and controls expenditures and provides accurate forecasting
- Utilizes analytics and media tracking services to monitor and report program performance
- Works closely with the Marketing Manager to create integrated campaign and content plans
- Liaises with internal teams, strategic partners and community stakeholders to gather information and secure destination coverage

- Responds to 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)
- Acts as organization spokesperson as required
- Supports corporate and stakeholder communications programs in partnership with Community Relations team
- Plans and attends out-of-market media events, desk sides, missions and trade shows
- Creates internal process efficiencies and improves value for stakeholders
- Ensures accuracy and quality of PR materials
- 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

Other Duties

Please note this position description does not cover or contain all activities, duties or responsibilities that are expected of the team member for this position. 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 essential functions.

Expected Competencies

- Superior, professional written and verbal communication skills
- Superior editing and proofreading skills
- Creative thinker and problem solver
- Strategic developer of communications and public relations initiatives/programs
- Accomplished at multi-tasking, both giving and following direction and using creative planning skills
- Superior attention to details and organizational abilities
- Results driven, proactive and able to work independently and in groups
- Dynamic and inspiring 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 needed

Desired Education and Experience

- Five to eight years' experience in a public relations manager level position
- College degree in public relations, communications, journalism or related field

- Prior experience in destination marketing, travel and tourism, or PR agency roles
- Experience managing outside agencies and internal teams
- Experience with media tracking and analytics systems
- Experience in strategic program development, planning and implementation
- Experience developing and managing budgets
- Experience working with digital influencers and creating and managing social content to amplify and support PR efforts
- Proven sound independent decision making abilities
- Knowledge of Monterey County products and assets
- Proficiency using a CRM or similar database system
- Proficient in Microsoft Office products, Word, Outlook, PowerPoint and Excel and familiar with cloud computing environments

Additional Eligibility Qualifications

- Ability to maintain an excellent attendance record
- Valid Driver's license and reliable transportation

Supervisory Responsibility

This position supervises the Marketing Communications Coordinator.

Work Environment

This position 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 with extended time sitting at a desk and working on a computer. This role requires the ability to open filing cabinets and bending or standing frequently as necessary. The position may include extended periods of standing or sitting are expected.

Position Type/Expected Hours of Work

This is a full-time in-market position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events that occur after hours is expected occasionally.

Travel Expectation

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

MCCVB offers a comprehensive compensation and benefits package including paid time off, paid holidays, 401k plan and group health, dental, vision, life and long-term disability insurance coverage. If you are interesting in joining our team, please send your cover letter and resume to HR@SeeMonterey.com

[Careers | Monterey County Convention & Visitors Bureau \(seemonterey.com\)](https://www.seemonterey.com)