



## **JOB DESCRIPTION**

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Job Title:	<b>Public Relations &amp; Marketing Coordinator</b>
Division:	<b>Public Relations &amp; Marketing</b>
Reports to:	<b>PR Manager &amp; Marketing Manager</b>
Classification:	<b>Full Time, Exempt</b>
Supervisory Responsibility:	<b>Public Relations &amp; Marketing Department</b>
Approved By:	<b>President &amp; CEO</b>

## **Organization Background**

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Doing business as Visit Oakland, the Oakland Convention & Visitors Bureau is the official destination marketing organization for Oakland, CA. We are passionate about Oakland and believe in our mission – to increase tourism’s economic impact through destination development and brand management. Visit Oakland serves as the umbrella organization for all visitor-related travel to Oakland.

Founded in 1999 to market Oakland as a travel and meeting destination, build awareness and stimulate hotel occupancy, Visit Oakland continues with that mission today, aggressively marketing and selling Oakland to attract visitors.

The OCVB is a private, not-for-profit, 501c (6) organization, with a 21-member board of directors and a staff of sixteen. Visit Oakland is funded by a dedicated hotel tax - Measure C, and hotel self-assessed TBID.

## **Position Summary**

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This position works directly with the PR Manager and Marketing Manager in assisting with PR and marketing related efforts to help promote Oakland, California as a top travel destination. This position will assist in earning media placements about Oakland and will complete marketing efforts on owned media platforms.

Must have strong writing and editing skills, and have the ability to create press releases, website copy, blog content, media-facing email newsletters and consumer-facing email newsletters.

Must be able to represent Visit Oakland at important events and functions including press trips (FAMs), community and industry events. Create itineraries and handle all logistics for planning press trips, by communicating with media and partners.

## **Essential Duties and Responsibilities**

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- Supervised by Public Relations and Marketing Manager for daily logistics and operations tasks for the Public Relations and Marketing teams
- Write website, blog copy, collateral copy and proofread content
- Draft press releases, media alerts, story ideas, pitches and media-facing content
- Create PR and Marketing e-newsletters on email marketing platform ActOn (including the quarterly “What’s New” PR newsletter and Marketing consumer emails)
- Plan and coordinate all logistics related to in-destination press trips (FAMS)
- Perform outreach to partners, attractions and hotels for media opportunities/interviews
- Research and provide information & images for media inquiries
- Track earned press coverage through Cision and Excel

- Maintenance of media databases using Cision and SimpleView
- Maintain track lists of earned press coverage, press trips and media leads
- Assist in gathering media giveaways and collateral for events/FAMs
- Other duties as assigned

## **Qualifications**

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- Bachelor's degree in public relations, communications, marketing, journalism or related field
- Minimum of two years' experience working a related capacity (can include internships), travel & tourism experience is a plus
- Background in public relations, media relations, marketing, itinerary planning and copy writing preferred
- Strong computer skills, including knowledge of Microsoft Office, CRM software programs (SimpleView), media tracking programs (Cision) and email marketing platforms (ActOn)
- Must have strong writing and editing skills
- Ability to multi-task
- Good analysis, tracking and reporting abilities
- Superb verbal and written communication skills required
- Some weekend and evening hours required
- Positive, upbeat attitude and team player
- Knowledge of Oakland preferable
- Valid Driver's license and a clean DMV record

## **How to Apply**

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Submit resume, cover letter, two writing samples (one blog post-casual, consumer-facing copy & one press release-formal, media-facing copy), and three professional references. Email to [pr@visitoakland.com](mailto:pr@visitoakland.com), and include "Public Relations & Marketing Coordinator" in the headline. No phone calls, please.