

## **PUBLIC RELATIONS MANAGER**

The Public Relations Manager is responsible for creating, managing and coordinating publicity for Panama City Beach as tourist destination, and creating content for press releases, news stories, blogs, newsletter articles, visitor guides, collateral materials and other outlets. This position reports to the Vice President of Marketing of the Panama City Beach Convention and Visitors Bureau (CVB).

### **General scope of Duties:**

- Responsible for acting as a liaison with the media and serving as an official spokesperson for the CVB
- Responsible for developing and maintaining local/statewide/regional/national media distribution lists for the CVB.
- Responsible for acting as the liaison with the CVB's public relations agency.
- Responsible for developing, maintaining and implementing a comprehensive public relations plan.
- Responsible for conducting media tours, serving as an official spokesperson for the Convention and Visitors Bureau.
- Responsible for the developing, writing and maintaining the CVB press kit(s).
- Responsible for writing, editing and/or coordinating content for press releases, news stories, blogs, newsletter articles, visitor guides, collateral materials and other outlets for all departments within the CVB.
- Responsible for actively seeking out story ideas to help promote Panama City Beach as a tourist destination from residents, industry partners and visitors.
- Responsible for handling media photography requests and manages the CVB's catalog of still photography and b-roll.
- Responsible for provide public relations support for CVB sponsored events, as well as the destination's signature events.
- Responsible for maintaining the Public Relations budget.

### **Other Duties**

Duties are subject to change as directed by management. The Public Relations Manager will perform other assignments as instructed by the Vice President of Marketing and/or the President/CEO of the Panama City Beach Convention & Visitors Bureau.

### **Qualifications and Skills**

- Must possess the ability to portray and project a personal professional image.
- Must possess the ability to exercise initiative, good judgment, and tact when representing the CVB.
- Must possess a valid Florida driver's license. Extensive local travel is required, in the performance of regular duties.
- Must possess the ability to effectively communicate through written and verbal means.
- Must possess strong interpersonal skills, have demonstrated attention to detail, and must be computer literate.
- An understanding of Panama City Beach's tourism industry is preferred.

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- Prior experience with a destination marketing organization is also preferred.
- Must be able to work independently, but also demonstrate the ability to work with others and in teams.
- Must have earned a Bachelor Degree from an accredited four-year college in communications-related studies and three years experience in a multi-faceted communications position.
- Must possess the ability to analyze project needs, focus on achievement, manage detail and think creatively.
- Must possess experience in the creation of press releases and media contacts.
- Must possess strong interpersonal skills and be computer literate.