



VISIT HUNTINGTON BEACH PUBLIC RELATIONS COORDINATOR

POSITION TITLE: **PUBLIC RELATIONS COORDINATOR**
CLASSIFICATION: Full Time
REPORTS TO: Chief Marketing Officer and Director of PR & Communications
LAST REVISED: June 2019

POSITION OBJECTIVE

Under the direction of the Chief Marketing Officer and the Director of PR & Communications, the Public Relations Coordinator will support the ongoing public relations and media communications activities for Visit Huntington Beach (VHB), the official Destination Marketing Organization for Huntington Beach, Calif. The goal and scope of the PR and media relations initiatives are to target local, state, national and international audiences and will include travel, advocacy, meetings and hospitality tourism media.

DUTIES AND RESPONSIBILITIES

1. Assist in the management of public and media relations efforts of VHB. This includes identifying, developing and managing relationships with local and national media, key social influencers/bloggers, and industry experts.
2. Support pitch efforts targeting trade, local, regional and national print, broadcast and online/social media.
3. Produce, edit and manage written communication materials including press releases, media pitch materials, media e-newsletters, reports and other copywriting as needed.
4. Prepare and maintain press kit materials including amenities, story ideas, Q&As, fact sheets, news releases, photography, videos and related information to media throughout the year.
5. Produce targeted pitches for Brand USA, Visit California, Orange County Visitors Association (OCVA) and other various organizations and outlets.
6. Develop and manage media FAM itineraries for national and international visiting journalists and related crews. Hosts media on press visits while coordinating communication with local partners, attractions and agencies.
7. Along with the Director of PR & Communications, represents Huntington Beach at industry networking events or tradeshow and provide all necessary follow-up.
8. Assists with reviewing incoming media inquiries and opportunities, with support from VHB's public relations firms.
9. Take the lead in curating and maintaining all media list databases, PR tracking services and other related media databases. Maintain the PR and FAM section of VHB's CRM while tracking and reporting on media movements.
10. Works with Director of PR & Communications to prepare and supply KPIs, results and dashboard numbers for results on a monthly, quarterly and annualized basis.
11. Engage and respond to email queries in a timely manner, and monitor destination reputation – may be required to work outside of normal business hours.
12. Support all VHB departments on public relations efforts, including local advocacy and signature events.
13. In conjunction with the Marketing Coordinator, manage editorial and content for the Visitor Guide.
14. Work with Director of Digital Marketing to manage and update the media section and online press room for the SurfCityUSA.com website.



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15. Work with Director of Digital Marketing to manage, write and distribute blogs on SurfCityUSA.com and develop, design and distribute E-newsletters - keeping content fresh and timely.
16. Research and create opportunities to build awareness for Huntington Beach.
17. Assist, as necessary, with event promotion and execution as needed.
18. Assist, as necessary, with graphic design projects as needed.
19. Assist, as necessary, with creation and writing of VHB's marketing collateral.
20. Assist, as necessary, with content creation for VHB's social media channels.
21. Develops writing content for organization and performs other related duties as required and assigned.

KNOWLEDGE, SKILLS AND REQUIREMENTS

- BA/BS degree in public relations, communications and/or marketing-related field or equivalent related experience (preferably in a tourism/DMO/CVB environment).
- Minimum of 1-2 years of experience in the public relations or hospitality/tourism industry, including internships.
- Strong writing skills, ranging from professionally-executed releases, to creative collateral, to branded, visitor-facing messaging.
- Established contacts with local and national press and media representatives preferred.
- Strong editing skills, with a comprehensive knowledge of AP style, grammar and vocabulary.
- Knowledge of the local area, hospitality industry, media and news-gathering processes are a plus.
- Ability to gather, compose and edit information in an extremely accurate manner for publishing on VHB's owned channels.
- Knowledgeable about publishing and media landscapes, current technology and fluent in social media.
- Photography, videography, Photoshop & HTML skills a plus.
- Familiar with Microsoft Office suite, Adobe Creative, and CRM/CMS.
- Ability to supervise outside contractors.
- Excellent analytical and presentation skills including handling many assignments simultaneously.
- Ability to work independently with little supervision.
- Effectively balance strategic thinking and execution in a fast-paced environment.
- Should exhibit creativity and resourcefulness.
- Self-confident, organized, and detail oriented.
- Based on job performance, understands that this position is an entry-level opportunity that can offer career developments within the organization.
- Ability to maintain confidentiality, as well as to exercise sound judgment and discretion in the performance of job duties, and to represent Visit Huntington Beach in a positive, enthusiastic and professional manner.
- Ability to be tactful and courteous and display an appropriate public image when representing Visit Huntington Beach.
- Must have valid passport, California Driver's License, and auto insurance.
- Must have use of vehicle for use while on VHB business.
- Must be able to lift up to 40 lbs. and transport equipment and materials for use in VHB programs.