



Public Relations Coordinator

Visit Huntington Beach (VHB) is an accredited destination marketing organization located in Huntington Beach, CA. Our organization's strong culture, accessible leadership, and professional growth opportunities reflect our team's pride and accomplishments.

The Company: Visit Huntington Beach (VHB) is the official destination marketing organization for Huntington Beach, CA. A 501(c)(6) non-profit organization, its mission is to market and sell Huntington Beach's Surf City USA® brand experience as the preferred quintessential California beach destination leading to increased visitor spending and enhanced quality of life for residents. Its programs include advocacy, marketing, advertising, media relations, group and travel trade sales, publications, visitor and partner services, and the Huntington Beach Film Commission.

VHB places an emphasis on teamwork; staff engagement and commitment; diversity, equity, and inclusion; professional development and accountability; community support; and sustainability. The small, but mighty, staff represents the best of Huntington Beach at a professional, high-quality, laid-back luxury level.

The Position: Public Relations Coordinator. VHB offers competitive pay and benefits. The position of Public Relations Coordinator will be responsible for a variety of public relations and media communications initiatives to attract local, state, national, and international leisure travel, advocacy, group meetings, and hospitality tourism media for Visit Huntington Beach, the community's official Destination Marketing Organization (DMO). The position works under the direction of the VP, Public Relations & Communications of *Visit Huntington Beach* and in collaboration with the VHB marketing team.

Responsibilities:

- Maintain the PR and FAM section of VHB's CRM while tracking and reporting on media movements.
- Support press conferences, influencer and media familiarization tours, and other events as needed.
- Shoot, collect, tag, and organize new photos and/or videos for press materials.
- Produce, edit and manage written communication materials including press releases, media pitch materials, media e-newsletters, reports, and other copywriting as needed.
- Assist with blog, e-blast, social media, website content for SurfCityUSA.com, VHB's e-communication, and social media platforms as needed.
- Work with Digital Marketing Manager to manage and update the media section and online press room for the SurfCityUSA.com website.



- 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.
- Collaborate with the Marketing Coordinator, manage editorial and content for the Visitor Guide.
- Identify, develop and manage relationships with domestic and international media, key social influencers/bloggers, and industry experts.
- Support pitch efforts targeting trade, local, national, and international print, broadcast, and online/social media.
- Curate and maintain all media list databases, PR tracking services, and other related media databases.
- Review incoming media inquiries and opportunities, with support from VHB's public relations firms.

Qualifications:

- Bachelor's degree in Public Relations, Journalism, Communications, and/or marketing-related field.
- Must have a valid Driver's License, passport, and auto insurance
- Two (2) years of public relations.
- Two (2) years of hospitality/tourism and public relations, including internships.
- Professional experience using social media platforms and content management tools.
- Adobe Creative Suite (Photoshop, Acrobat).
- Photography and videography are a plus.
- Strong writing and editing skills, with a comprehensive knowledge of AP style, grammar, and vocabulary.
- High proficiency in MS Office, including Word, Excel, Outlook, PowerPoint, and Teams.
- Working knowledge of Simpleview software.
- Working knowledge of all standard office equipment including iPads.

Behavioral Competencies:

- Quality of Work - Exceptional attention to detail, organizational, analytical, and time management skills.
- Resourceful and Adaptable - Multi-tasks and prioritizes in a fast-paced work environment. Excellent problem-solving skills.
- Excellent Communication Skills - Communicates clearly, concisely, and openly in all interactions.
- Customer Focus - Effectively deals with internal and external customers, with high levels of patience, tact, and diplomacy.



- Discernment - Ability to exercise sound judgment in decision-making.
- Self-Improvement - Must be self-directed, motivated, collaborative, and demonstrate intuitive customer service and interpersonal skills.

Compensation & Benefits

- Market competitive salary
- Health, Vision, and Dental Insurance
- Flexible Spending Account (FSA)
- Retirement Plan with employer contribution and Life & Disability Insurance benefits
- Paid Time Off, Vacation, and Holidays
- Flexible schedule