

Toronto's visitor economy is a vital and important sector of Toronto's overall economic engine, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Working closely with the private sector and various governments, [Destination Toronto's](#) mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. In support of our mandate, the Global Marketing Department is a dynamic marketing and communications team that is composed of content strategists, digital & social specialists, creative experts, and marketing & PR thought leaders who collectively thrive in a fast-paced environment.

JOB DESCRIPTION

POSITION TITLE: Media Relations Manager, US & International
DEPARTMENT: Global Marketing
REPORTS TO: Senior Media Relations Manager
UPDATED: August 2022

ROLE SUMMARY

The role is an integral member of a diverse team of Media Relations professionals who are driven by a passion for Toronto and searching out the next big story angle that will put the city front and centre.

The Media Relations Manager, US & International, will work directly with travel, trade, business events and lifestyle media, both traditional and influencers to generate publicity and tell the Toronto story in compelling ways within Destination Toronto's key International markets as a must-see tourist destination.

Reporting to the Senior Media Relations Manager, this role will be responsible for planning and implementing public relations strategies and programs, performing all traditional media relations functions while managing and collaborating with our International PR Agencies to ensure they are meeting and exceeding departmental goals. Key to the success of this role is effective and strategic collaboration with the greater Global Marketing team, ensuring that as a greater group Toronto's story is being told in a synergistic way that is led by our Editorial vision.

The Media Relations Manager, US & International will enjoy working in a fast-paced and dynamic environment, have an eye for detail, is organized and is grounded in execution but loves to strategize.

CORE RESPONSIBILITIES

- Deploy and implement media relations/public relations strategies and build tactical go to market plans for identified international target markets that includes campaign launches MR/PR support, in-market media events, and "always on" content
- Manage PR agencies to ensure they are executing approved media relations/public relations strategies and tactics and are performing on track to achieve monthly and yearly goals.
- Develop, lead, pitch and manage multiple group press trips, individual media visits, in-market media missions and events, partnerships, and paid opportunities.

- Attend travel industry conferences representing Toronto where you will meet travel and lifestyle media one-on-one to promote Toronto as a must-see tourist destination.
- Plan, execute and host in-market media events in our key international markets, with the help of the PR agencies to ensure we are maintaining relationships with key media
- Conduct proactive and reactive media initiatives including building itineraries for visiting media, providing information, photos/video, and story ideas to pitch, promote, and follow up to secure placements with media, including news stories and features
- Research, write and distribute core media relations material including news/press releases, story messaging and ideas, and “always on” or campaign-specific pitches and follow up with media to generate positive media coverage
- Directly lead media strategies to support niche messaging for the Business Events segment and selected major demand driver events, liaising with partners, community partners and other Destination Toronto business units
- Collaborate with the greater Marketing and Communications Department teams (Global Marketing, and Brand Content) as well as other departments such as Leisure Trade and Business Events, to align activities and bring PR expertise, recommendations and support to their initiatives
- Conduct interviews with the media as spokesperson in assigned markets when appropriate
- Strong budget and project management for assigned markets and maintain accurate, timely accounting practices
- Media monitoring skills, ensuring PR agencies are submitting monthly reports on a timely basis, and meeting quarterly media placement goals
- Disseminate media coverage in a timely manner to members where they are included
- Monitor and assess market news and top trends in the hospitality and tourism industry by attending webinars and research
- Manage and maintain market media lists; develop customized lists for specific projects and distribution using Muck Rack platform
- This role will require evening and weekend work to support major events and to host visiting media, as well as travel to our key international markets of UK, Mexico, Germany and the US. Other markets may be added to this portfolio as strategic need and demand requires.

ABILITIES, SKILLS AND COMPETENCIES

- Capability of managing multiple tasks under tight deadlines and flexibility to adapt quickly and creatively to changing circumstances
- Highly organized with attention to detail
- Positive attitude with high degree of flexibility, and enthusiasm
- A strong knowledge and passion for the city of Toronto

EDUCATION & EXPERIENCE

- Undergraduate degree/post graduate diploma or equivalent PR or Communications experience

- 5 years minimum working in public relations/media relations environment
- With at least 2 years minimum of management experience as senior account executive, leader of public relations portfolio or public relations/media relations manager
- Experience managing external PR agencies
- Experience managing multiple budgets effectively
- Tourism-related media relations experience an asset
- Strong handle of the English language is essential
- Spanish or German language skills an asset, but not essential
- Experience using media monitoring tools such as Cision or Muck Rack

How to Apply

Please send your resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of “Media Relations Manager” in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.