



Public Relations Manager
Reports To
VP Marketing

Effective Date
Supervises (N)
Exempt

2015/ April

1. JOB SUMMARY

Position and elevate the Tri-Valley as a preferred travel destination through creative storytelling, strategic thinking and compelling communication. Develop and execute media outreach that targets regional, national & international media. Work with the media to communicate Visit Tri-Valley's messages to specific markets, key audiences and targeted demographic segments.

2. ESSENTIAL FUNCTIONS

- Respond to all media requests by doing research for the writer, supplying images, preparing backgrounders on specific topics and connecting writers to local experts and contacts as sources of information.
- Work with visiting writers to develop itineraries that highlight their angles. Guide the journalists as they explore the Tri-Valley, either in groups or individually.
- Research area attractions, restaurants, facilities, tour products and events that support Visit Tri-Valley's brand and messaging.
- Maintain an online photography library for journalists.
- Proactively pitch story ideas to journalists, bloggers and editors about the Tri-Valley.
- Write and distribute press releases to a client base including independent journalists, local and national media and other tourism outlets such as Visit California and SF Travel.
- Generate monthly clip reports to track media coverage and media value.
- Design an emergency response plan for Visit Tri-Valley.
- Edit collateral produced by the marketing and sales departments for accuracy and messaging.
- Manage allocated PR budget to stay within budget for programs.
- Provide outstanding customer service to internal and external partners.



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3. SECONDARY FUNCTIONS

- Learn new techniques and stay abreast of industry trends and developments in a changing media landscape.
- Maintain a public relations database.
- Manage a professional work calendar.
- Generate reports as needed.
- Attend and participate in quarterly marketing meetings with stakeholders.
- Represent Visit Tri-Valley as needed at industry and community events and meetings.

4. QUALIFICATIONS

Bachelor's Degree with major course work in journalism, communications, public relations or related field.

Minimum four years experience in public relations/media relations or related field. Experience as a journalist is a plus.

Equivalent combination of education, experience and training that would provide the skills and abilities required for the performance of the job.

Knowledge of the Tri-Valley region including key attractions, events and community influencers.

Knowledge of public relations and media relations standard practices

Knowledge of Associated Press style guidelines

Knowledge of journalism and various media models including broadcast, print and online.

Strong judgment and the ability to respond quickly, yet thoughtfully, to urgent PR matters

Skilled in media research and effectively pitching targeted stories and ideas

Strong bias for action with an ability to work independently

Superb writing skills and public speaking abilities



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Ability to quickly respond to journalists' requests and deadlines

Ability to successfully represent Visit Tri-Valley in the media and public

Ability to perform consistently in a fast-paced, multi-tasking environment with frequent interruptions

Ability to attend weekend and evening meetings, tradeshow and events as needed.

Ability to travel via commercial airlines

5. PHYSICAL DEMANDS/WORK ENVIRONMENT

Work is in standard office environment, but will require frequent movement around office and some occasional lifting of boxes and supplies.

Must be able to work in office environments.

Extensive use of computer and keyboard required for most of the workday.

Requires the ability to focus on multiple tasks simultaneously, work in high-paced, high-energy environment.

Some travel required.

6. SIGNATURES

SUPERVISOR SIGNATURE	DATE
HUMAN RESOURCES SIGNATURE	DATE