

Title: Public Relations Manager
Reports to: VP of Public Relations
Direct Reports: None
FLSA Classification: Exempt

Are you a strong storyteller and effective communicator that loves travel, food, music and Memphis? Do you crave getting out and meeting people, exploring new and familiar places, and then sharing that experience with others? Are you ready to be in an office environment, feeding off the energy of an engaging group of people? Would someone outside your family describe you as fun and creative? If the answer is yes to all of the above - and you're passionate about Memphis - then keep reading, we just might have the job for you.

Position Summary

Memphis Tourism is seeking a Public Relations Manager to join the team and help tell the world our authentic story as a culturally rich destination through earned media placements that motivate travel to Memphis. The Public Relations Manager plays a central role in establishing and maintaining Memphis' presence among consumer and trade media around the world, using a data driven approach to generate content and pitches that appeal to their audiences. A Public Relations Manager will contribute to the development and implementation of the organization's PR plan, facilitate media visits and interviews, proactively develop pitches and cultivate relationships with media, all with the goal of delivering big wins and earned media accolades for the Home of Blues, Soul & Rock 'n' Roll. As the official destination marketing organization for Memphis and Shelby County that represents the local tourism and hospitality industry, subjects the Public Relations Manager will be responsible for promoting include, but are not limited to, hotels, meetings & conventions, attractions, food & beverage, history, arts, culture, music, entertainment, nightlife, retail, sports and outdoor experiences.

Essential Job Functions

- Regularly drafts copy and distributes pitches, press releases and talking points.
- Maintains and updates media lists of local, regional, national and international contacts.
- Responsible for the coordination of special media events and press conferences, including follow up with invited media, run of show development, scheduling hired video and photo crews and support services.
- Research and develops data driven strategies to target outlets in key feeder markets that create a greater awareness of the Memphis destination and achieve defined goals.
- Develops data driven itineraries and conducts familiarization tours that showcase the Memphis destination to visiting media and content creators.
- Assists travel writers and content creators by arranging accommodations, attraction passes and restaurant reservations, etc.
- Tracks monthly earned media results and shares data with PR & Marketing leadership.

- Respond to video and photography asset requests, in addition to identifying new digital asset needs.
- Produce monthly expense reports with accuracy in a timely manner.

Position Requirements & Qualifications

Education/Experience

- Requires at least a bachelor's degree in a Journalism related field or equivalent experience and training.
- Requires a minimum of 3 years public relations experience, preferably in tourism and hospitality.

Knowledge, Skills and Abilities

- A highly effective communicator with the ability to clearly and concisely articulate ideas, concepts, and proposals.
- Proven analytical, planning and organizing skills.
- Drive for results with the ability to juggle competing priorities
- Demonstrated successful experience writing, making presentations and pitching media.
- Proficiency working with the Microsoft suite of programs and/or Google Docs, Sheets and Slides is essential, experience with CISION media monitoring software preferred.

Working Conditions & Physical Demands

- Requires evening and weekend work hours to conduct destination tours for media and content creators.
- This position involves working from the organization's downtown Memphis office when not hosting visiting media and content creators.
- The employee may sit comfortably at a desk while working from the office.
- This position also requires the ability to lead tours of the destination, moving frequently from one location to another over an extended period of time.
- Seldom will the employee lift more than 20 lbs.
- Occasional travel as needed.

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel in this position.

Memphis Tourism provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics in compliance with applicable state and local laws governing nondiscrimination in employment.