



JOB TITLE: COMMUNICATIONS MANAGER

OPENING DATE: March 28, 2017

CLOSING DATE: April 28, 2017

WORK HOURS: 8:30 a.m. – 5:30 p.m. (with nights and weekends as needed).

JOB SUMMARY:

Visit San Antonio is looking for a public relations / media relations / communications pro to join its Communications team. The ideal candidate is well-versed in PR tactics, is a proven PR strategist, with excellent media relations and writing skills. Travel and tourism is a fast-paced industry, and the Communications Manager will work under direction of the Director of Communications, but also across departmental lines to promote San Antonio as a premier leisure and meetings destination.

ESSENTIAL JOB FUNCTIONS:

- Assist in developing and delivering communications strategies geared towards driving earned media destination awareness and strengthening San Antonio's market position
- Represent San Antonio to editorial media and influencers as well as the general public. Maintain strong relationships and foster new relationships with national and international media to secure coverage in key outlets (print, broadcast, online, etc.).
- Collaborate with hospitality partners, State of Texas Tourism and others on media missions, familiarization tours, events (media events, press conference, etc.) and other platforms.
- Showcase San Antonio as part of client's editorial research, aligning with editorial angle and maximizing coverage for the destination while stressing key messaging and branding.
- Collaborate with leisure and convention trade marketing and media pitching and writing projects
- Develop and execute strategic PR plans and materials (press releases, story pitches, editorial content and other written material as needed).
- Contribute to and help manage digital newsroom, editorial image library, b-roll and other media resources.
- Assist in managing PR agencies, freelancers, photographers and other external resources.
- Assist with tracking key performance measures such as earned media value; assist with reporting.
- Travel as needed to tradeshow, missions and other Visit San Antonio outer market events.
- Manage budgets and expenses while ensuring timely processing of invoices for multiple, concurrent projects.
- Supervise, train and evaluate staff.
- Communicate clearly and effectively with colleagues, partners, media and other stakeholders in a professional manner. Bilingual is preferred (Spanish), but not required.
- Perform related duties and fulfill responsibilities as required.

JOB REQUIREMENTS:

- Bachelor's Degree from an accredited college or university with a preferred degree in public relations, communications or related.
- Four (4) years of experience in public relations, media relations, communications – preferably in a tourism-related or consumer driven industry.

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications and licenses may be required at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of the position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Candidates are allowed to substitute two years of related experience for one year of higher education or one year of related higher education for two years of experience.
- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional backgrounds checks may be conducted.

PHYSICAL REQUIREMENTS:

Physical requirements include occasional lifting/carrying of 10 to 15 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are primarily inside an office environment.

KNOWLEDGE SKILLS AND ABILITIES:

- Excellent verbal communications – at ease with media interviews, and preparing others for interviews as well (talking points, spokesperson training, etc.)
- Savvy to trends that influence consumer behavior, drive headlines, create buzz and identify alignment or opportunities for destination toward organizational goals.
- Exhibit pro-active and creative PR approaches; while maintaining client service for incoming inquiries.
- Ability to handle deadline driven environment; shifting priorities driven by last-minute opportunities, market changes and/or industry demands.
- Strong knowledge of PR tools and channels e.g.: newswires, media databases (Cision). Ability to build and maintain close, collaborative relationships with all levels of the organization to ensure alignment and integration of messages and initiatives.
- Superior organizational and problem solving skills and ability to handle multiple priorities.
- Exhibit flexibility as Destination PR can require after-hours, evenings as needed.
- Exhibit exceptional teambuilding and interpersonal skills.

To apply for this position, please send your resume and cover letter to jobs@visitsanantonio.com.