

Position Description PR & Communications Coordinator

Objective
The PR & Communications Coordinator position serves as professional and administrative support for the PR & Communications Department.

Department: PR & Communications
Supervisor: Senior Manager, Public Relations & Communications
Job Classification: Coordinator, Non-exempt, full-time, hourly, 40 hours/week
Location: Corporate Office
Revised: January, 2018

Responsibilities*

- Assist Sr. Manager of PR & Communications with providing media support for GMCVB & MASC.
- Create and distribute press releases as directed by the Sr. Manager of PR & Communications.
- Research media outlets and individuals for story pitches, craft outreach strategy, and execute the outreach plans.
- Respond to media inquiries for information, images, and interviews.
- Represent GMCVB on local TV and radio broadcasts, as needed.
- Collaborate with Sr. Manager of PR & Communications and Events/Marketing team to plan, coordinate, and execute individual and group media tours of Madison.
- Serve as a GMCVB ambassador during media visits, joining media for tours, meals, and activities, as needed.
- Engage with targeted media on social media using organizational voice.
- Occasional social media posting on an as-needed/event specific basis.
- Compile and manage social media lists designed for media engagement.
- Short format video recording and editing.
- Monitor and analyze earned media in Cision Media Database and CRM system, and maintain coverage archive.
- Write and edit content for Visitors Guide.
- Write and contribute to content collaboration team.
- Compile earned media reports as requested by the Sr. Manager of PR & Communications.
- Update and maintain media contact lists.
- Attend GMCVB sponsored events as needed.
- Execute other assignments as directed by Sr. Manager of PR & Communications.

** The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements. It does not prescribe or restrict tasks that may be assigned.*

Knowledge and Education Required

- Four-year degree required.
- 1-3 years relevant PR/Journalism/Media experience.
- Familiarity with the Madison area, its attractions and major events.
- Strong knowledge of Microsoft Office products, particularly Word, Excel and Outlook.
- Adept at using social media platforms to engage audiences.
- Experience with Cision or other media databases is a plus.
- Knowledge of Adobe Creative Suite is helpful.

Skills required

- Strong writing, editing and oral communication skills.
- Strong customer service skills.
- Strong creative and critical thinking.

Abilities and Experience Required

- Previous media, journalism, marketing, hospitality or event planning experience helpful.
- Experience with CRM applications helpful, but not required.
- Ability to coordinate with members of a team and complete tasks under a deadline.
- Self-starter and self-motivated.

Physical Demands

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 45 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment

Heated and air conditioned open office environment. Noise level is usually low to moderate. May be required to occasionally travel and work off-site for training, special projects and Bureau supported functions.

Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer.