

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

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SENIOR MANAGER, MEDIA RELATIONS

Objective:

The Senior Manager Media Relations is responsible for generating strategic external communications that cultivate a positive image for the destination and our organizations. Specifically presenting Madison as a leisure and convention/event destination and the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) as economic development entities.

Department: Media Relations

Supervisor: Executive Vice President

Direct Reports: PR & Communications Coordinator

Indirect Reports: NA

Special Teams: Marketing,

Job Classification: Senior Manager, full time, exempt

Work Site Location: Corporate Office

Revised: May 2017

Responsibilities*:

Media/Public Relations

- Develop and execute a strategic communications plan encompassing destination and organization goals and action plans.
 - Research, strategize and develop a media/public relations plan targeting key media personnel and mediums to garner publicity in national, trade and leisure publications
 - Research new outlets/mediums/channels for publicity for GMCVB, MASC and the Greater Madison/Dane County destination
- Direct and Supervise PR & Communications Coordinator in the execution of the plan developed.
- Meet or exceed earned media and other goals for destination publicity, convention/events publicity, and GMCVB and MASC organization publicity
- Provide convention and event PR support to clients to meet contract requirements or in accordance with agreed upon criteria, including support for Ironman WI, World Dairy Expo and WI Film Festival.
- Cultivate and pitch story ideas that will provide positive exposure for:
 - Madison/Dane County as a tourism destination (leisure and convention/event)
 - The GMCVB as an economic development entity, best practice CVB, and a partnership-based organization
 - The MASC as an economic development entity and best practice sports commission
 - The MASC Youth Grant program and grant recipients
 - Key events, partners, attractions or new product development within the destination
- Research, write and prepare materials for media inquiries and travel writer visits.
 - Manage media requests including content materials, potential story ideas and other materials as needed
 - Fulfill image and video requests
- Cultivate and coordinate media Familiarization trips
- Cultivate and maintain highly beneficial relationships with local, regional and national media as well as public relations peers at partner organizations, other CVB's and sports commissions and the WI Department of Tourism.
- Plan and execute local editorial board meetings as needed to support the strategic objectives and annual plan
- Provide direction and support to visiting film and television crews
- Secure and manage community speaking engagements for GMCVB and MASC leadership that support the strategic objectives and annual plans
- Manage tracking database for public relations initiatives and destination / organization press coverage; prepare and report results no less than quarterly; archive press coverage

MADISON

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GREATER MADISON CONVENTION & VISITORS BUREAU

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Communications

- Provide project management for the production of Bureau communications, including but not limited to stakeholder communications/e-newsletters. Develop talking points for GMCVB and MASC speaking engagements, and partnership events
- Collaborate with Marketing and others to develop presentations and support materials for speaking engagements
- Collaborate with Marketing and others to develop video for organization and promotional use. Collaborate with Director of Marketing to plan, concept, execute and measure development of original content in support of Content Strategy.
- Write copy for other GMCVB and MASC communications including, but not limited to press releases, editorials, news stories etc.

Other Duties

- Develop and manage the annual Media Relations budget
- Cultivate new partnerships and maintain existing relationships with professional photographers to enhance the bureau's media image library; collaborate with the Director of Marketing and Graphic Design team in managing these contacts and relationships.
- Cultivate relationships with local, regional and national media. Engage with local PR community groups.
- Provide Crisis Communications as directed within the Crisis Communication Plan
- Act as organization spokesperson as directed by the EVP or CEO
- Provide media coaching for staff in preparation for media engagements.
- Collaborate with Graphic Designer to manage image library and coordinate image loan requests
- Actively participate with GMCVB and MASC team on related bureau functions, events, activities and projects.
- Travel may be required for training, special projects, presentations and other Bureau supported functions
- Performs other activities as directed by the Executive Vice President

**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.*

Knowledge and Education Required

- Minimum of Bachelors Degree in Communication, Journalism or related field.
- Demonstrated strategic communications expertise
- Familiarity with marketing and media relations principles and practices, normally acquired through college-level courses in journalism, public relations, marketing or a related field.
- Knowledge of the Madison and Dane County area, including the hospitality community (accommodations, attractions, restaurants, etc.) is beneficial.

Skills Required

- Strong writing and editing skills.
- Strong written/oral communication skills.
- Strong organizational and work planning skills.

Abilities and Experience Required

- Professional experience in public relations, communications or marketing of at least four to six years
- Excellent creative sense. Ability to transform communication objectives into effective communication messages
- Strong initiative. Ability to develop and implement plans to accomplish measurable goals.
- Ability to organize and maintain detailed databases and archives.
- Ability to manage multiple projects and meet tight deadlines
- Flexible and nimble in responding to media and organization requests.
- Commitment to quality and accuracy.
- Professional and upbeat manner.

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Accountabilities

- Lead, motivate, train, direct, and supervise staff
- Perform periodic and annual review of staff performance and development plans. Provide ongoing, timely feedback.
- Develop and manage personal development. Pursue pertinent professional development opportunities.
- Build annual department goals as well as individual performance plans and goals for department personnel
- Establish priorities for GMCVB & MASC department budget and body of work based on organizational priorities and goals; effectively use available funds and resources.

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 35 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.