

Greater Palm Springs Convention & Visitors Bureau

JOB POSTING

POSITION TITLE: Media Relations Manager

DEPARTMENT: Marketing

REPORTS TO: Director of Communications

PRIMARY OBJECTIVE:

Under the direction of the Director of Communications, develop, implement and manage the CVB's domestic and international media relations program with the mission to market Greater Palm Springs as a premiere visitor and meeting/convention destination.

KEY PERFORMANCE MEASURES AND ACCOUNTABILITIES:

- Build positive working relationships with content creators including influential travel industry writers, publications, editors, and media outlets to increase editorial coverage for Greater Palm Springs.
- Consistently track editorial value of destination stories produced.
- Develop monthly measure reports relative to the Barcelona Principle, advertising value, circulation, impressions, and other desired forms of measurement.
- Actively promote positive media coverage of the CVB's Partners and local cities.
- Develop and maintain fresh content and press releases on an ongoing basis for the CVB's online pressroom and media kits.
- Respond to travel writer and media inquiries in a timely and professional manner as a representative of the CVB and our destination.
- Assist media in developing and researching story ideas with knowledge of current news and timely destination events.
- Oversee media database management, development, and maintenance of targeted media lists.
- Collaborate with the CVB's agencies of record, as well as other organizations such as Visit California, to maintain the destinations high profile in key markets in the US and internationally.
- Research and develop customized itineraries for visiting travel media, locating accommodations, and gaining access to Partner attractions, businesses and services as they pertain to the media's needs and overall benefit of the destination.
- Travel to key destinations to promote Greater Palm Springs and pitch story ideas to editors of high profile travel, general consumer, and meeting publications and news outlets.
- Cultivate positive working relationships with CVB Partners and local city marketing representatives through the presentation and execution of effective media opportunities.
- Demonstrate and maintain goodwill and stewardship as a CVB representative by fulfilling member commitments in the best interest of the overall destination
- Other duties as assigned.

EDUCATION & EXPERIENCE:

Bachelor's Degree in Marketing, Journalism, Communications, Liberal Arts/Mass Communication/English strongly preferred and a minimum of 5 years of PR agency or in-house public relations experience required. Prior travel, tourism or hospitality experience is preferred. Excellent oral and written communications skills and attention to detail is required.

- Excellent verbal, written, and interpersonal communication skills.
- Proficient in press release distribution systems.
- Must be able to travel
- Willing to work outside typical business hours
- Dependable, highly motivated team player with a great attitude
- Possess strong organizational skills and attention to detail.
- Must be proficient in MS Office (Word, Excel, PowerPoint) required.
- Ability to multi-task, meet multiple deadlines and work independently.
- Ability to communicate effectively across various departments.
- Ability to work in a changing environment

To perform this job successfully, the employee must be able to perform each essential duty listed above satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

NOTE: *The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required.*

APPLICATION PROCESS:

Please submit your resume and cover letter to HR@gpscvb.com