



VALLEY FORGE
TOURISM & CONVENTION BOARD

Manager, Communications & Media Relations

Job Title: Manager, Communications & Media Relations

Department: Marketing & Communications

Reports to: Vice President, Marketing & Communications

FLSA Status: Exempt

Summary

The VFTCB Communications & Media Relations Manager oversees all relationships with media, written content messaging, including copy creation across all media: traditional print, online content, advertising, public relations and talking points/speeches.

He or she is an integral part of the VFTCB Marketing and Communications team, interacting daily with the internal staff, from the VP of Marketing & Communications to dedicated interns and all associates. As part of this group, interpersonal skills are key, as is expertise in collaboration, creativity, vision and strategy.

This position is responsible for building and maintaining strong relationships with the media. The position also interacts with the VFTCB sales and membership teams which includes delivering editorial needs of the staff.

The VFTCB Communications & Media Relations Manager also monitors press clippings through online software and oversees the schedule for our popular mascot, Montgomery “Monty” the Fox.

Lastly, the job supports the senior executive team with message points for presentations and guest speaking appearances.

Essential Duties and Responsibilities

General

The VFTCB Communications & Media Relations Manager must have:

- Outstanding writing and editing abilities to develop content including the weekly blog
- Ability to deliver messaging through speaking / presentations to the media
- A mindset that embraces ongoing innovation
- Detailed knowledge of social media
- Excellent time-management skills
- Flexibility in juggling multiple priorities
- Ability to multi task in a fast paced environment
- Interview skills to develop blog content
- Public speaking experience, speech writing/talking points
- Detailed knowledge of AP style

- Computer skills with Dashboard knowledge- communication metrics / analytics (Meltwater)
- Knowledge of Montgomery County, PA a plus

Public Relations and Media Management

The VFTCB Media Relations Manager works closely with senior management to lead the organization's PR efforts.

This includes:

- Building firm relationships with the media (local, national, traditional, online and trades)
- Strategizing around ongoing methodology for press placements
- Tracking and recording of results
- Maintaining monthly dashboard figures on stories placed and impressions
- Gaining proficiency with online media distribution tool (Meltwater)
- Handling journalist requests:

This responsibility includes international press, especially in the welcome of foreign travel writers to Valley Forge and Montgomery County. For offshore journalists, full-scale accompaniment by the VFTCB Communications Manager over a multiday stay may be required.

Publications

The VFTCB Communications & Media Relations Manager produces copy and editorial input for the following:

- VFTCB Visitors Guide (annually)
- Annual annual report/brand book
- *Crave*, the dining magazine of Montgomery County (quarterly)
- *The Montco Explorer*, a VFTCB-produced newspaper (quarterly)
- VFTCB member newsletter (3-4 issues per year)
- VFTCB email distributions (twice a month)
- Content for the Pennsylvania state tourism newsletter (monthly)
- Content for the VFTCB blog (twice weekly)

Other

Additional projects throughout the year include editorial collateral in support of:

- Submitting projects to local and national awards programs organized by third-party organizations that celebrate excellence through a formal call for entries, objective evaluation process and overall determination of quality.
- The VFTCB Communications Manager will also represent the organization at various borough and township meetings throughout the year, speaking for the public record on present initiatives and future plans.
- Work with Vice President of Marketing and Communications to develop a strategic communications plan to address destination marketing objectives.
- Host weekly PR roundup meeting with President and Vice President of Marketing and Communications
- Details to include story ideas, target publications, and recap and follow up from prior week
- Develop and maintain the communications budget. Monthly tracking and monitoring
- Oversee all publications distribution and tracking

- Clearly, timely and accurately disseminates VFTCB newsworthy content, trends, stories, etc., to key media outlets locally, regionally and nationally
- Research and develop story ideas/pitches and press releases. Respond to issues and opportunities with timely news releases, alerts, or statements.
- Maintain a well-informed knowledge of the attractions and tourism partners within the area.
- Write and coordinate production of internal and some external communication pieces for Conventions, Tourism, and Membership Departments.
- Write copy for departmental e-newsletters and newsletters.
- Plan and coordinate special PR events as needed (press events, membership speaker series, etc.).
- Host FAMS and travel writers
- Review and update crisis plans for staff and board members.
- Review and update social media policy for staff

Education/Experience

Bachelor's Degree in a communications/marketing related discipline; three to five years' public relations, communications, media, agency experience required.

CANDIDATE REQUIREMENTS:

Bachelor's degree; Strong selling and prospecting skills; excellent oral and written communication skills; strong analytical skills; driver's license, local area knowledge, prior hospitality tourism industry (hotel, catering, attractions, etc.) sports sales experience is a plus.

EDUCATION/EXPERIENCE:

A college graduate with least 2-3 years of experience in a sales related position or equivalent combination of education and experience. This position requires flexibility of hours, weekend work and overnight travel.

QUALIFICATIONS:

To perform this job successfully candidate should demonstrate a high level of energy, discretion, flexibility and good judgment, as well as an ability to work with senior executives and business partners. Must possess strong written and oral communications skills, as well as excellent organizational skills.

LANGUAGE SKILLS:

Ability to read, analyze, and interpret general business periodicals, industry and trade journals, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

COMPUTER CAPABILITY:

Knowledge of database management, Microsoft Office Suite, mass mailing and e-mailing, mail merge of word processing and Internet research.

REASONING ABILITY:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Lead by example.

WORK ENVIRONMENT and PHYSICAL DEMANDS:

Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb. The position does require some weekday and weekend travel.

ADDITIONAL INFORMATION:

The Valley Forge Tourism & Convention Board offers a competitive salary. Benefits package includes: incentive program, medical, dental, STD/LTD, Life Insurance, 401(k), paid holidays and paid time off.

Who We Are:

The Valley Forge Tourism & Convention Board is a private, non-profit membership sales and marketing organization which actively promotes the Valley Forge area and Montgomery County as a convention site and leisure visitor destination by promoting patronage of its member hotels, restaurants, attractions and services.