



JOB DESCRIPTION

Public Relations Manager – Travel Salem (24 hours per week) Public Relations Coordinator – Willamette Valley Visitors Association (16 hours)

Overview: Travel Salem and the Willamette Valley Visitors Association (WVVA) have joined forces to create a full-time position that has similar, yet split, media relations and public relations duties. This position description outlines Travel Salem's and WVVA's needs.

The person selected for this position will report to Irene Bernards who is Travel Salem's Marketing & PR Director and she is also WVVA's Vice President.



Travel Salem – Public Relations Manager

Media Relations

1. Implement national media relations strategies including:
 - Manage database of journalists, travel publications and meeting publications.
 - Research editorial calendars of travel and meeting publications.
 - Research information requested from journalists.
 - Organize FAM tours (e.g. comp rooms, meals, attractions).
 - Partner with Travel Oregon, WVVA, Travel Salem members to obtain media attention for the Salem area.
 - Pitch Salem area stories/information to statewide media – pitch Salem to Oregonians to help build a positive image for Salem.
 - Pitch Salem area travel related/meeting related stories to national/international media - targeted and specific to travel/meeting news, niche media relations.
 - Develop media kit foundation and customize as needed.
2. Write monthly Statesman Journal article.
3. Write bi-monthly Statesman Journal travel article.
4. Work with the Willamette Valley Visitors Association (WVVA) PR team to ensure the Salem area is included in their efforts (e.g. newsletter, pitches, Travel Oregon projects, online content, writer tours).

Public Relations

1. Assist with research, write and distribute Association press releases, feature articles, and PSAs.
2. Assist with content for website and other communications initiatives; actively generate content- and topic-specific blogs.

Administration

1. Track national media exposure and calculate monthly leverage/earned value.
2. Maintain media pitch and publish excel document.
3. Maintain clippings of all published media./

4. Complete monthly report and contribute to the marketing program's CEO, monthly, quarterly and annual reports including Media Addendum.
5. Responsible for clerical needs.

Miscellaneous Requirements

1. Work on special projects as determined by supervisor.
 2. Requires some evenings, weekends and travel.
 3. Vehicle required. Valid, unencumbered drivers license with an insurable driving record.
 4. Able to lift a minimum of 25 pounds.
 5. Participate in Travel Salem activities as needed.
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Willamette Valley Visitors Association – Public Relations Coordinator (PRC)

Website

1. Coordinate quarterly updates to the OregonWineCountry.org website. Themes to be determined at quarterly PR meetings. Gather and post three featured events every month (12 updates to website).
 - Initiating the call out for content and images to WVVA PR team.
 - Sending one reminder to PR team.
 - Editing written content and images to template specifications.

Blog

1. Coordinate quarterly updates for the WVVA blog. Themes to be determined at quarterly PR meetings.
 - Initiating the call out for content and images to WVVA PR team.
 - Sending one reminder to PR team.
 - Edit and upload written content and images to WordPress.
 - On an ad hoc basis, PRC will add additional blog posts for the "new/newsworthy" such as stunning photo, breaking WVVA accolades, that can be leveraged to keep blog content fresh.

E-newsletters

1. Coordinate with web editor to edit and send quarterly e-newsletter. Content is repurposed from blog posts.
2. Extract and upload new e-mail signups from website and lead generator campaigns.

Picasa Albums

1. Update the WVVA Picasa album on a quarterly basis, securing 2-4 fresh photos per album from each destination marketing organization(DMO) / WVVA member.

Facebook & Twitter

1. Rotate daily Facebook and Twitter posting (Monday - Friday). DMOs /WVVA members are responsible for providing general content.

Wine Trails

1. Responsible for call outs to WVVA's PR team related to development of new wine trails. Themes to be determined at quarterly PR meetings.
 - Initiate the call out for content and images to WVVA's PR team.
 - Send one reminder to PR team.
 - Edit written content and images to template specifications.

Quarterly Media Update

1. Create media pitch update based on information compiled from Travel Oregon's quarterly content callouts. Final pitch sheet to be reviewed by PR team prior to dissemination.

Media Leads

1. Distribute leads and coordinate strategies for all media leads received through WVVA resources. These include inquiries received through the WVVA website and via Travel Oregon's PR team.

Media Database

1. Manage database of journalists and travel publications.
2. Maintain WVVA pitch and publish Excel document.

Media Fam Trips

1. Compile and edit WVVA itineraries for visiting writers. Content to be provided by individual DMO/WVVA partners.
2. Act as the primary contact for visiting writers before and during their trip.
3. Responsible for timely turn around and coordination of Travel Oregon press visit call-outs.

Quarterly PR Fam Trips

1. Responsible for scheduling, via Doodle poll after first coordinating with host DMO, dates for quarterly PR meeting and "Fam" trips.

Travel Oregon Content Call Outs

1. Responsible for timely turnaround of
 - o all Travel Oregon call-outs
 - o Travel Oregon's newsletters.
 - o Quarterly "What's New" requests.
 - o Image requests
 - o Seasonal campaigns media needs.
 - o Annual Travel Oregon Official Visitor Guide
2. Communicating all call outs to DMOs/WVVA partners.
3. Collect, edit and summarize all information and return to Travel Oregon.

Seasonal Campaigns

1. Act as project manager for all of WVVA's seasonal PR and lead generation campaigns including WVVA's participation in Travel Oregon's seasonal campaigns.
 - o Communicate timelines and content needs to the PR team.
 - o Compile, edit and submit content to match campaign specifications.

Reporting and Metrics (Estimate approximately 20% of WVVA time)

1. Responsible for all tracking and reporting of WVVA's PR and marketing efforts, in accordance with Travel Oregon's RCMP measurement methodologies.
2. Monthly statistical reports.
3. Media tracking (e.g. earned value, impressions, circulation) and quarterly Media Addendum.

Miscellaneous

1. Responsible for all clerical needs.
2. Other duties as assigned.