



JOB DESCRIPTION

Public Relations Manager (PTE / 24 hours week)

Responsible for developing and implementing Travel Salem's public relations program as outlined.

Reports to the Director of Marketing & Public Relations

Public Relations

1. Develop, implement and evaluate an annual a public relations plan
2. Create public relations and community awareness opportunities in cooperation with Salem area businesses, organizations and government (e.g. press conferences, activities)
3. Maintain public relations press clippings, and calculate monthly leverage
4. Generate speaking engagements through a speakers bureau (serve as speaker)
5. Create power point presentations as needed for public speaking engagements
6. Design, research, write/compose and distribute:
 - Industry E-newsletter (as needed – may be multiple times per month)
7. Write, research and distribute Association press releases, feature articles, and PSAs (e.g. two monthly *Statesman Journal* articles) using current AP style
8. Work with Marketing Manager to develop and implement National Tourism Week activities
9. Develop content for website and other communications initiatives; actively generate content- and topic-specific blogs
10. Assist with copy and feature articles for Visitors Guide, as needed

Media Relations

1. Implement 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
 - Build upon media kit foundation and customize as needed

- Manage tracking and clipping service
- Represent Travel Salem at broadcast interviews or arrange for appropriate staff, board or company representative (e.g. KBZY)

Administration

1. Complete monthly report and contribute to the tourism program's quarterly and annual reports
2. Coordinate publication of Quarterly Reports with CEO
3. Responsible for clerical needs
4. Track all media and PR leverage

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.