



JOB TITLE: Public Relations Representative
DEPARTMENT: Tourism Marketing
REPORTS TO: Public Relations Manager
SALARY RANGE: \$36,000-\$40,000 (dependent on experience)
POSTING CLOSES: MARCH 1, 2017

POSITION SUMMARY

Travel extensively with media and domestic and international public relations contractors on behalf of Visit NC for individual media visits and familiarization trips. Create media trip itineraries, story ideas, and partner programs. Provide support for the media and NCPIX websites. Research and write press releases and other communications designed to enhance the public relations efforts of Visit North Carolina. Excellent writing and interpersonal skills a must. Represent VisitNC with industry partners and media using sound judgement and professional behavior.

PRIMARY FUNCTIONS

- Design, lead and coordinate with PR team including domestic and international reps in planning and implementation for groups and individual familiarization media trips.
- Research, create and manage media itineraries and logistics for travel writers hosted by Visit North Carolina's PR office, including representing Visit NC by joining the media on portions of their visits.
- Facilitate partner outreach and connections for all travel arrangements for media visits and activities related to media visits and process travel reimbursements as needed.
- Oversee with agency support the tracking and PR valuation of published articles and manage the database of PR metrics.
- Write, edit and distribute media releases and other communications as needed.
- Assist in response and management of requests for photography utilizing the NCPIX database.
- Update and maintain supply of media kits.
- Maintain and update the media website for VisitNC.
- Process requests for information or assistance from media, industry partners and the public.
- Support PR team with planning, coordination and execution of events, press conferences and other occasions.
- Serve as backup for other members of the PR team
- Provide research needed by the PR team.
- Provide assistance to senior staff
- Other duties as the supervisor deems necessary
- Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time

EQUIPMENT USED

- General office equipment, e.g., telephone, copier, etc.; proficient in Microsoft Office

WORKING CONDITIONS

NORTH CAROLINA

- In addition to working in general office environment, position requires multi-day statewide and domestic travel for familiarization tours, media missions, tradeshow and other events. Some international travel may be included. Work hours will include evenings, weekends and overnight travel.

PHYSICAL AND MENTAL REQUIREMENTS

- Normal physical and mental requirements to use equipment mentioned above
- Occasionally carrying and lifting up to 30 pounds
- Driving a car
- Air travel
- Standing for long periods of time
- Frequent bending, kneeling and reaching
- Organizing & coordinating schedules
- Analyzing and interpreting data
- Problem-solving
- Communicating with partners and consumers
- Creating written communication

EDUCATION AND EXPERIENCE REQUIREMENTS

- High school diploma or GED required; Bachelor's degree preferred
- 1-2 years public relations and marketing experience required; Experience in a tourism related field preferred

KEY COMPETENCIES

- Requires ability to work independently to perform job requirements with minimal supervision
- Use sound judgement, discretion and discernment. Considers all facts before deciding on the most appropriate action.
- Maintain high level of productivity and self-direction
- Complete work in a timely manner and is responsible and accountable for job performance
- Plan and organize tasks and work responsibilities to achieve objectives
- Skilled in relationship building and networking with a diverse population of organizations and associations
- Highly developed oral and written communication skills
- Excellent time management skills, including the demonstrated ability to meet timelines and prioritize multiple projects
- Team orientation and ability to work effectively with peers, subordinates and supervisors

LICENSES AND KNOWLEDGE REQUIREMENTS

- Valid driver's license required
- Valid passport may be needed.

If interested, submit a cover letter and resume with the email subject line "Public Relations Representative" to Eleanor Talley at eleanor.talley@visitnc.com by March 1, 2017. No phone calls please.

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