**JOB DESCRIPTION FOR PUBLIC RELATIONS DIRECTOR**

***REPORTS TO:*** President/CEO

***WORK SCHEDULE:*** 40 hours per week (full-time exempt)

***ESSENTIAL FUNCTIONS:*** Primary duties involve managing promotional marketing campaigns, media relations and sales efforts related to the position. The Public Relations Director works with the objectives of a) increasing awareness of CVB service area travel opportunities; and b) providing creative support and leadership to CVB promotional campaigns. The position will perform other activities as directed. These activities may include, and are not limited to supporting visitor center events, updating bureau databases, bulk-mailing support and telemarketing. This position should plan and perform duties with minimal supervision.

***DUTIES AND RESPONSIBILITIES:***

**Media Relations**

- Disseminate information and news stories to newspapers, magazines, radio, television, and various internet sites.
- Proactive development of story ideas delivered in several manners: media releases, media alerts, calendar of event releases, fam tours, cold call pitches to members of the media and travel industry.
- Respond to calls or visits by reporters, writers, producers and other members of the media providing them with supplemental materials to complete their stories (brochures, resources, photography), and responding to media interviews.
- Provide partners with assistance in event promotion.
- Maintain the travel writer and nationwide media database.
- Maintain the database of photos available to the media.
- Attend national tradeshows when necessary to meet face-to-face with writers.

**Sales Marketing**

- Send direct mail materials periodically to all day trip and overnight group tour operators within a 350-mile radius of Alton. Direct mail pieces should be followed-up with phone calls to a sampling of the group tour operators to make contact and pitch Alton as a destination for their group tours in conjunction with Sales Manager.
- Coordination and support of the sales mission and familiarization tours.
- Work with the Sales Manager to produce content and layout of a monthly e-newsletter targeted at group tour operators.

**Marketing Collateral Materials**

- Provide design concepts, write copy and work with appropriate vendors on all sales brochures, annual Visitor Guide, and other marketing collateral.

**Website & Social Media**

- Maintain website content, including copywriting for all intros and homepage stories, partner listing descriptions and all images used on the site.
- Work directly with website vendors to keep the site up-to-date and provide insight to the functionality of the site.
- Copywriting and layout of all visitor and partner e-newsletters.
- Maintain the bureau Twitter and Facebook accounts, which requires regular posting and tracking of campaigns.

- Develop new strategies for social media campaigns to reach new visitors.

**Partner Relations**

- Coordinate quarterly workshops for partners, including setting the dates, contracting with venues, scheduling speakers, sending out invitations and producing necessary introductory presentations.
- Coordinate the quarterly networking events for partners, including setting dates, confirming venues and sending out invitations.

**Administrative Functions**

- Attend all staff meetings
- Other duties as assigned.

**Other Functions:**

- Serve as back up to the operation of the visitor center

***REQUIREMENTS:*** This position requires a degree in public relations, journalism or related field with 5 years of related experience. Supervisory experience preferred.

**TO APPLY:** Please submit your cover letter, resume and two writing samples to Brett Stawar. Email to bstawar@visitalton.com; mail to Alton Regional CVB, 200 Piasa Street, Alton, IL 62002.