

HoustonfirstSM

Job Posting

Position:	Public Relations Director
FLSA:	Exempt
Department:	Marketing
Reports to:	Chief Marketing Officer
Reporting Location:	701 Avenida de las Americas Center - 77010
Workdays & Hours:	Monday through Friday, 8:00 a.m. - 5:00 p.m.

Summary: This position is all about formulating strategies, identifying trends, crafting pitches and relationship-building. We are looking for a strategic thinker, collaborative leader and gifted storyteller and writer with proven experience garnering earned media at a national level.

Essential Duties and Responsibilities: (individual duties, assignments and responsibilities required of the position)

- Establish and drive a multi-channel communications strategy for both domestic and international markets
- Research and develop pitch ideas
- Write press releases around major events, market trends and destination accolades
- Work directly with national and international PR firms and internal PR team on pitching strategy
- Must be able to develop story angles and pitch ideas
- Initiate and execute pitches for the destination for local, regional, national and international media
- Coordinate press trips for visiting media, including travel, hotel stays, meals etc. in conjunction with local PR firms and established hospitality contacts
- Responsible for managing staff and agencies
- Facilitate interviews for expanded staff
- Develop media missions in major national and international markets
- Work directly with the city's hospitality industry and local community partners to highlight new and existing offerings to visiting media and the public at-large
- Work with internal departments on communications needs and external contacts such as artists, photographers, video suppliers/platform managers and other communications-related vendors to facilitate necessary projects
- Prepare and manage all communications material
- Develop brand voice and maintain brand integrity across all platforms



- Manage media relations and develop contacts with media members, influencers, and community leaders
- Track engagement across various platforms and make data-driven decisions
- Manage presence at industry events, trade shows, and conferences
- Create budget for team and ensure compliance
- Write op-eds and other editorial content as necessary
- Serve as a liaison between Houston First and other organizations on committees, panels etc.
- Monitor and report on all PR-related efforts, including media clips, interviews, pitches etc.
- When necessary, assist with talking point development and speeches for senior executives of the organization
- Other duties as required

Supervisory Responsibilities: (personnel supervision, budgets, performance, etc.)

- Oversees and supports internal team
- Responsible for managing relationship with national and international PR Firm
- Directly responsible for planning and assigning, appraising performance, rewarding and disciplining employees, addressing complaints and resolving problems

Education and/or Experience: (special training, certifications, college degree, etc.)

- Bachelor's Degree in Public Relations, Communications or Liberal Arts
- Minimum of five years experience working in public relations, preferably in the travel and tourism sector
- Experience working in or with lifestyle publications
- Four years of management experience
- Established media relations experience

Knowledge, Skills and Abilities: (technical, communication, interpersonal, etc.)

- Motivator, supporter, leader with a positive attitude
- Demonstrated knowledge and proficiency with communications technologies
- Demonstrated experience working on integrated campaigns
- Proven team leader with a high level of energy and motivation
- Effective communication including oral, written and listening skills with an emphasis on writing ability
- Ability to produce quality work in tight timeframes
- Ability to work in a team environment
- Understanding, yet persuasive and decisive when dealing with others in the organization
- Familiarity with social media platforms and social media marketing
- Excellent verbal communication and presentation skills

Work Environment: (overtime, travel, physical demands, and conditions)

- No major sources of discomfort; essentially normal office environment with acceptable lighting, temperature and air conditions.

ANNUAL SALARY: Commensurate with experience



BENEFITS:

Medical, Dental and Vision insurance
401(K) (100% match up to 6%)
Paid Holidays (10 Days)
Paid Time Off (120 hours first Year, prorated)
Health Reimbursement Account and Flexible Spending Account
Tuition Reimbursement (Up to \$5,200.00 annually)
Paid Basic Life & Accidental Death and Dismemberment
Paid Short-term and Long-term Disability Pay

POSTING DATE:

July 27, 2021

CLOSING DATE:

Until filled

APPLICATION PROCEDURE:

- 1) Fill out a "CCSI Application" and attach a current resume
- 2) Submit both, application and resume, to Human Resources at hfjobapplications@houstonfirst.com

The individual selected for the position described above will be employed by Convention and Cultural Services, Inc., and in accordance with an existing Services Agreement, will perform services for Houston First Corporation.

An equal opportunity employer.

