

Houstonfirst

Job Posting

Job Title: Public Relations Manager
Department: Marketing & Communications
Reports To: Chief Marketing Officer
Location: Downtown Houston –701 Avenida de las Americas
Hours: Monday thru Friday, 8:00 a.m. - 5:00 p.m.
FLSA Status: Exempt
Updated: June 2017

SUMMARY: Responsible for promoting the Greater Houston area through a variety of outlets including traditional media, social networks and across all of Visit Houston and Houston First's network of websites. Support all internal department efforts as they relate to communications across both marketing and advertising programs such as the Houston Is... and My Houston campaigns, including content creation and video production. Represent the Marketing department at various meetings and when conducting media interviews.

DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS: (individual duties, assignments and responsibilities required of the position)

- Work closely with local, regional and national consumer travel, travel trade and meeting trade journalists from around the U.S. to promote the Greater Houston area; develop and pitch travel ideas, and coordinate press trips for visiting media and for those who cover the travel and tourism industry as their beat including itineraries, travel, hotels stays, meals, etc. in conjunction with local PR firms and establish hospitality contacts.
- Monitor and report on PR-related efforts, including media clips, interviews, pitches, etc. for the following organizations/major events:
 - Visit Houston, Houston First Corp.
 - Comicpalooza, Medical World Americas, SpaceCom, HUE Mural Festival, Theater District, Avenida and Sunset Coffee Building events
 - Special events, ie. NCAA Final Four, Super Bowl.
- Write and distribute copy for press releases around major events, marketing trends and destination accolades, marketing collateral, feature stories, web content and newsletters.-
- Initiate and execute pitches around the destination for local, regional and national media
- Create and maintain media distribution lists
- Co-coordinate regional media missions in major markets including Austin, San Antonio, Dallas, Beaumont, New Orleans and Baton Rouge.
- Co-coordinate national media missions in major markets including Washington D.C., Chicago, New York, Atlanta and Los Angeles.
- Represent Houston as a destination, Houston First and/or Visit Houston organizations in interviews with local/national media.
- Work with national PR firm on pitching strategy to ensure national print and broadcast coverage in print and broadcast media.
- Co-manage organization's network of websites including Visit Houston, IDoHou, Houston Culinary Tours, and Houston First, Avenida Houston, etc. garnering over 6 million visits annually; write and maintain more than 2,000 members across all sites.
- Maintain website and editorial PR pitch calendars
- Co-manage Ask Veronica concierge program

- Work with internal departments on communication needs and external contacts such as photographers, video suppliers/platform managers, artists and other communications-related vendors.
- Work within city's hospitality and local community partners to highlight new and existing offerings to visiting media and general public including: hotels, attractions, venues, restaurants, entrepreneurs, cultural talent, annual event organizers, etc.
- Co-serve as liaison between Houston First and Visit Houston and other organizations on committees, panels, etc.
- Assist with new promotional video projects which include creating scripts, coordinating interviews with local talent, scouting locations and working closely with video production team through the entire process.
- Support Marketing department on overall marketing and advertising programs designed to drive tourism and convention business to Houston, such as the Houston is...campaign, travel rallies, annual meeting and client events.
- Manage editorial content creation to freelance writers across website networks
- Participate in budget planning and monitoring.
- Travel with staff when necessary to trade shows, media missions, press conferences and conventions.
- Others duties and special projects as needed

SUPERVISORY RESPONSIBILITIES: (personnel supervision, budgets, performance, etc.)

- Oversee freelance writer(s) who contribute to website network

EDUCATION AND/OR EXPERIENCE: (special training, certifications, college degree, etc.)

- Bachelor's Degree in Journalism, Communications, Public Relations, or related field
- Five to seven years of related experience.

KNOWLEDGE, SKILLS AND ABILITIES: (technical, communication, interpersonal, etc.)

- Excellent writing ability, particularly in feature writing
- Strong project management and event planning knowledge
- Excellent oral communication skills and ability to speak in front of large groups.
- Portfolio that demonstrates strong writing skills
- Familiarity with the Greater Houston area and its activities and offerings
- Excellent time management skills and demonstrated ability to deliver multiple projects on time
- Proficiency with Microsoft Office applications, Outlook email and the Internet
- Valid driver's license and clear driving record are required.

MISCELLANEOUS:

- ♣ Must pass a pre-employment drug test

WORK ENVIRONMENT: (overtime, travel, physical demands, and conditions)

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- No major sources of discomfort; essentially normal office environment with acceptable lighting, temperature and air conditions.
- Overtime as Required
- Travel as required (20 % Travel)

ANNUAL SALARY: Commensurate with experience

POSTING DATE: June 29, 2017

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.