



JOB TITLE: COMMUNICATIONS MANAGER

OPENING DATE: May 6, 2022

CLOSING DATE: June 24, 2022

SALARY RANGE: \$55,000 – \$90,000

WORK HOURS: 8:30 a.m. – 5:30 p.m. (with nights and weekends as needed).

JOB SUMMARY:

Visit San Antonio is looking for a public relations / media relations / communications professional to join its Media Relations and Communications team. The ideal candidate is a natural storyteller, well-versed in PR tactics, is a proven PR strategist, with excellent media relations, on-camera interview and writing skills. Travel and tourism is a fast-paced industry working on quick deadlines and multiple priorities. The Communications Manager will work under direction of the Vice President of Media Relations and Communications, as well as collaborate across departmental lines to promote San Antonio as a premier leisure and meetings destination.

ESSENTIAL JOB FUNCTIONS:

- Represent Visit San Antonio to local news media as well as the general public. Maintain strong relationships and foster new relationships with San Antonio media to secure positive exposure of the company and its industry.
- Produce and manage Executive and Corporate communications including, but not limited to:
 - Monthly member newsletters
 - Annual reports
 - Annual meeting scripting
 - Community presentations and speaking engagements
 - Member communications
 - Industry speeches
 - Responding to visitor and public comments
 - Meetings/Conventions clients' correspondence
 - Op-ed pieces by industry leaders, particularly the President & CEO
 - Scripting on-message speaking points for appearances before stakeholders, members or journalists.
- Strategize and execute River Walk events' proactive local media outreach.
- Assist River Walk Operations and Marketing departments with guiding and editing of Rio Magazine (quarterly).
- Ability to navigate and provide counsel on potentially difficult positions, political climate and media conversations.
- Help manage Visit San Antonio's crisis communications strategy and response.
- Contribute to ensure Visit San Antonio's reputation among media, stakeholders and partners remains the best possible. Attend public functions, including representing Visit San Antonio by serving as an emcee, moderator, host, representative or other spotlight role to highlight the company in front of potential members and stakeholders.

- Constantly monitor key news media to collect any information pertinent to the organization and industry to share information within the company as appropriate.
- Assist in developing and delivering communications strategies geared towards driving earned media and social media destination awareness and strengthening San Antonio's market position.
- Seek out, research and produce compelling Storytelling about San Antonio to share through media and social media influencers.
- Work across the organization's departments including Partner Relations, Government Relations, Marketing, Tourism Development, Destination Sales and Experience and the Visitor Information Center.
- Collaborate with hospitality partners, State of Texas Tourism and others on media missions, familiarization tours, events (media events, press conference, etc.) and other platforms.
- Showcase San Antonio as part of media's editorial research, aligning with editorial angle and maximizing coverage for the destination while stressing key messaging and branding.
- Collaborate with leisure and trade Marketing and media pitching and writing projects
- Develop and execute strategic PR plans and materials (press releases, story pitches, editorial content and other written material as needed).
- Contribute to and help manage digital newsroom, editorial image library, b-roll and other media resources.
- Assist in managing PR agencies, freelancers, photographers, and other external resources.
- Assist with tracking key performance measures such as earned media value, media hosted and media placements; assist with reporting.
- Manage budgets and expenses while ensuring timely processing of invoices for multiple, concurrent projects.
- Communicate clearly and effectively with colleagues, partners, media and other stakeholders in a professional manner. Bilingual is preferred (Spanish), but not required.
- Perform related duties and fulfill responsibilities as required.

JOB REQUIREMENTS:

- Proven track record and references on working in tandem and with kindness and gratitude with teammates in an extremely high energy, high stress, collaborative working environment.
- Bachelor's Degree from an accredited college or university with a preferred degree in public relations, communications, journalism or related.
- Five (5) years of experience in public relations, media relations, communications – preferably in a tourism-related or consumer driven industry.
- Three (years) of local media relations experience.
- Bilingual is preferred (Spanish), but not required.

KNOWLEDGE SKILLS AND ABILITIES:

- Excellent writing and verbal communications – at ease with media interviews, and preparing others for interviews as well (talking points, spokesperson training, etc.).
- Extensive on-camera experience with as a corporate communications spokesperson.
- Savvy to trends that influence consumer behavior, drive headlines, create buzz and identify alignment or opportunities for destination toward organizational goals.

- Exhibit proactive and creative PR approaches, while maintaining media relationships for incoming inquiries.
- Ability to handle deadline driven environment; shifting priorities driven by last-minute opportunities, market changes and/or industry demands.
- Strong knowledge of PR tools and channels, e.g.: newswires, media databases (Cision).
- Ability to build and maintain close, collaborative relationships with all levels of the organization to ensure alignment and integration of messages and initiatives.
- Ability to build and maintain close, collaborative relationships with stakeholders, City department heads, local emergency services and media.
- Superior organizational and problem-solving skills and ability to handle multiple priorities.
- Exhibit flexibility as Destination PR can require after-hours, evenings, weekends and holidays as needed.
- Exhibit exceptional teambuilding and interpersonal skills.
- Ability to travel nationally and internationally if needed.

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications and licenses may be required at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of the position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Candidates are allowed to substitute two years of related experience for one year of higher education or one year of related higher education for two years of experience.
- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional backgrounds checks may be conducted.

PHYSICAL REQUIREMENTS:

Physical requirements include occasional lifting/carrying of 10 to 15 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are primarily inside an office environment.

To apply for this position, please send the following to jobs@visitsanantonio.com

- **Completed application form**
- **Resume**
- **Links to two or three examples of on-camera interviews**
- **Three writing samples including a sample news release and a speech**