



**JOB TITLE:** MEDIA RELATIONS COORDINATOR

**OPENING DATE:** January 20, 2023

**CLOSING DATE:** February 10, 2023

**SALARY RANGE:** \$39,500 – \$50,000

**WORK HOURS:** 8:30 a.m. – 5:30 p.m. Primarily (Minimum forty (40) hours per week with flexible arrangements, some telework for the next 3 months). Some evenings, weekends, or holidays.

**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, familiar with PR tactics, with practice in media relations and excellent writing skills. Travel and tourism is a fast-paced industry working on quick deadlines and multiple priorities. The Media Relations Coordinator will work under direction of the Vice President of Media Relations and Communications and coordinate with the Media Relations and Communications team, as well as collaborate across departmental lines to promote San Antonio as a premier leisure and meetings destination.

**ESSENTIAL JOB FUNCTIONS:**

- 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 stories about San Antonio to share through media and social media influencers.
- Represent San Antonio to editorial media and social media influencers as well as the general public. Maintain strong relationships and foster new relationships with national and international media and social media influencers to secure prominent exposure.
- Work across the organization's departments including Marketing, Tourism Development, Partner Relations, Government Relations, 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 marketing and media pitching and writing projects
- Develop and maintain strategic PR 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.
- Travel as needed to tradeshows, missions and other Visit San Antonio outer market events.
- Assist in managing 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.
- Two (2) years of experience in public relations, media relations, communications – preferably in a tourism-related or consumer driven industry.
- Bilingual is preferred (Spanish), but not required.

#### **KNOWLEDGE SKILLS AND ABILITIES:**

- Excellent verbal communications – at ease with media interviews, and prepping others for interviews as well (talking points, spokesperson training, etc.)
- 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.
- 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.

#### **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 your resume and cover letter to [jobs@visitsanantonio.com](mailto:jobs@visitsanantonio.com).**

Job post: [Here](#)