

Experienced Communications/Public Relations/Social Media Manager

Reports to: VP, Destination Marketing & Communications Classification: Exempt

Seattle Southside Regional Tourism Authority (RTA)

Salary Range: \$65,000-\$75,000

JOB SUMMARY:

Act as the voice of the organization through media communications, advocacy messaging, and public relations efforts. This position oversees media relations and is responsible for creating and maximizing positive editorial coverage for the destination, partners, and the RTA. The position develops and promotes innovative online and print content. Responsible for management of social media programs, website content, database management, community outreach, blog content, and e-newsletter outreach.

Essential Functions:

1. **Media Relations:** Generate editorial coverage and community awareness by cultivating relationships with local, regional, national, and international media (travel writers, niche writers, travel press, social media platforms). Develop and maintain media resources, materials, and programs. Develop and host editorial/pitch calendar, familiarization tours, press tours, and advocacy campaigns. Recommend additional opportunities for media development. Conduct publicity efforts for consumer campaigns and evaluate success to maximize opportunities. Provide fact-checking support to writers, journalists, tour operators as requested. Maintain press kits, media section on the website, contact database (CRM), and media lists, and research and respond to media inquiries as needed.
2. **Website and Marketing Content:** Develop and manage content calendar with input from staff. Establish voice and ensure consistency in communications. Research, create and maintain fresh content on Seattle Southside RTA's websites and microsites. Develop web content including new articles, videos, experiences, itineraries, etc. Write and edit website blogs and articles. Apply best practices in search engine optimization, content tagging and metadata strategies to enhance content relevance and search and social channel impact.
3. **Social Media:** Manage social media contractor and monitor all accounts. Monitor and engage in conversations to promote events, promotions, cultural happenings, and travel to Seattle Southside. Work with contractor to ensure calendar is developed and followed, RTA voice is maintained, and content is available for all accounts. Report on social media performance and identify opportunities to improve the experience and increase engagement. Identify influencers to develop relationships and enhance engagement. Monitor emerging social media strategies and platforms.
4. **Communications:** Research, draft, update and edit internal and external communications materials including copy for official publications, projects, e-newsletters, press releases, and effective advertising copy within deadlines. Develop and manage schedule for monthly e-newsletters (consumer and industry); manage mailing lists; work with partners to develop compelling content.

Support stakeholder communication and advocacy campaigns. Strategize ways to build data base and increase engagement. Review and assess analytics.

5. Supervise interns as available. Assign projects, provide guidance and support and review results. Offer feedback and mentorship to interns.
6. Handle special projects and other duties as assigned.

Experience and Skills Required:

1. Excellent verbal and written communication skills.
2. Strong media relations background, experience and orientation required.
3. Fully versed in public relations, SEO best practices and analysis of web and social media channels. Deep knowledge of primary social platforms (i.e. Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, etc.) including new and emerging technologies.
4. Energetic self-starter with good interpersonal and collaborative teamwork skills. Positive attitude and is self-directed, able to see and understand the big picture while remaining focused on completion of day-to-day details.
5. Proven experience with web analytics, Customer Relation Management (CRM) and marketing automation platforms.
6. Compile and maintain complex records, prepare reports and other work products accurately.
7. Analyze situations/priorities carefully and adopt appropriate and effective courses of action.
8. Possess strong organizational skills, attention to detail and analytical skills.
9. Excellent copywriting, editing and proofing skills.

Preferred:

1. Four-year college degree in Communications, Marketing, English, Journalism, or related field.
2. Network of media contacts with established PR relationships.
3. Two to three years managing company social media profiles and campaigns.
4. Experience deriving business insights based on social media content metrics.
5. Knowledge of Seattle Southside area and its tourism assets is highly desirable.
6. Creative, diplomatic, and able to remain calm under pressure.
7. Effective interpersonal and presentation skills.
8. Strong project management and organizational skills.
9. Strong knowledge of English grammar, AP style, and business writing.
10. Ability to be accountable for maintaining high, reliable quality standards while working on overlapping assignments in a fast-paced team environment.
11. Experience with content management systems (CMS), Office, Word Press and Adobe Creative Suite. Knowledge of AP style, Cision MediaSource, a plus.
12. Experience using audio and video production software such as Adobe Premiere Pro, Spark, and Audition.
13. Work collaboratively in a team environment, within the marketing department and within Seattle Southside staff.

License Requirements:

Valid driver's license with good driving record.



ABOUT SEATTLE SOUTHSIDE

Seattle Southside offers limitless fun, all year round. From indoor skydiving in the winter to beachcombing in the summer, there are so many things to do and see, you'll be sure to find fun for the entire family in Seattle's Backyard. Only 15 minutes south of downtown Seattle and 20 minutes north of Tacoma, Seattle Southside is a happening hub that's perfectly situated between urban attractions and natural wonders (not to mention near Seattle-Tacoma International Airport). With multiple light rail stations, dining options, sports and shopping, Seattle Southside is the perfect home base for a Pacific Northwest adventure.

[Three Unique Communities](#) Seattle Southside consists of three hidden gems, [Tukwila](#), [SeaTac](#) and [Des Moines](#), that have a lot to offer.

[Events](#) – There's always something happening in Seattle's Backyard.

[Attractions](#) – You'll be in the center of all the fun.

[Sightseeing](#) – There are plenty of sights to see, new and old, worth exploring.

[Nature & Adventure](#) – It's good to get outside, from boating to hiking and more.

[Family Fun](#) – Seattle Southside has a fun, laid-back style.

[Entertainment](#) – From big-city entertainment to small-town family fun.

[Shopping & Wellness](#) - Shop local, regional, or national—we have it all.

MEETINGS

Home to great views, diverse culture, and a variety of versatile meeting space, Seattle Southside offers the complete—and convenient—package when planning an event or conference. Here are some of the top reasons to meet and retreat in Seattle's Backyard.

Ideally Located - Situated outside of the hustle and bustle of the downtown corridor, Seattle Southside's central location puts your attendees at the center of it all.

Affordable - Get the most out of Seattle's Backyard on a budget with meeting hotels typically priced 20–30% less than those in downtown Seattle.

Accessible - [Seattle-Tacoma International Airport](#) is in Seattle's Backyard, so getting to and around Seattle Southside is a cinch.

Free Help - Get complimentary [meeting planner support services](#) and welcome resources, including registration bags, coupons, a mobile visitor center, and more.



ABOUT SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY

Seattle Southside Regional Tourism Authority (RTA) is the official destination marketing organization for Seattle's Southside including the cities of SeaTac, Tukwila, and Des Moines. The organization is responsible for promoting the community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the RTA strengthens the economic position and provides opportunities for people in our community. Seattle Southside RTA is a quasi-public corporation. It's legally separate from the cities, with public oversight and active private-sector participation on the board of directors.

PARTNERSHIPS

The visitor industry is a vital and significant segment of South King County's economy and is essential to Seattle Southside because the destination serves as the primary gateway for air visitation for our state. As such, the RTA partnership base is comprised of a wide variety of businesses and services connected to the hospitality and travel industry including organizations like the Port of Seattle Tourism, Visit Seattle, Visit Bellevue, Washington State Destination Marketing Organizations, Washington Tourism Alliance, Washington Hospitality Association, Soundside Alliance, Chamber of Commerce, and more.

FUNDING

Funding for the RTA comes from a TPA special assessment of \$2.00 per room per night collected by hoteliers, and those funds are directed to the RTA for management. (Occupancy taxes and special assessments are typically the way the visitor sector of the economy provides for destination marketing.)

The RTA can apply to contract with the cities for additional local lodging tax dollars to market the region. The lodging tax is a special 1% room tax visitors pay when they stay in Seattle Southside hotels, motels, campgrounds, or bed-and-breakfasts.

VISION - To position Seattle Southside as a destination of choice for practical travelers to Seattle while enhancing the image and economic strength of the region.

MISSION - As a brand-driven and entrepreneurial destination marketing organization, Seattle Southside Regional Tourism Authority provides advocacy and innovative services to competitively market the destination. This function helps create jobs, grow tax revenues, and improve quality of life for our businesses and residents.

Who we are: [Structure](#), [Strategic Plan](#), [History](#), [Board Directors & Committees](#), [Accolades & Affiliations](#).

WHAT WE DO - Attracting visitors through coordination, cooperation, and community.

[Marketing & Communications
Sales & Services](#)

[Sports Sales & Development
Destination Development](#)

[Tourism Matters
Research & Annual Reports](#)

Seattle Southside RTA is a national award-winning destination marketing organization. We believe that the best way to attract visitors is through a coordinated, cooperative alliance with our regional tourism business community.

Seattle Southside RTA represents over 60 hotels and over 8,000 hotel rooms, more than 100 full-service restaurants and more than five million square feet of shopping, making Seattle Southside the perfect home base for leisure travelers, business travelers, and meeting and event attendees to experience Seattle and the Pacific Northwest.