



## Job Description

**Title:** Public Relations Manager

**Reports To:** Chief Marketing Officer

**Updated:** November 10, 2022

### Summary of Position:

---

The PR Manager is responsible for developing, coordinating, supporting and executing day-to-day media relations efforts to promote West Hollywood in domestic and international markets. This role works collaboratively with WHTTB's various Communications agencies, here and abroad, as well as directly with editors, writers, broadcast journalists, influencers, bloggers, film makers, photographers, authors, and publishers. This position manages communications budgets and maintains relationships with hotels and businesses in West Hollywood to maximize opportunities with Familiarization tours and other in-market and out-of-market experiences.

### Duties and Responsibilities:

---

- Initiate and foster strong and positive media relations on behalf of Visit West Hollywood, in conjunction with our Communications Partners and Agencies, in alignment with its strategic plan.
- Collaborate in handling media queries, setting up interviews, providing key destination information and statistics, crafting key messages, providing photos and video assets, escorting and hosting journalists, and pitching ideas proactively and in response to reactive requests.
- Work collaboratively with Brand Marketing to implement and manage visual and written style guides and ensure they are consistently applied across all communications channels.
- Support management of media intake, inputting connections into tracking systems and facilitating assignment of tasks related to media inquiries, opportunities, and site visit requests.
- Collaborates with WHTTB Team and partner agencies to host qualified media for familiarization trips, track ROI of media hosting and media missions.
- Works with local stakeholders, hotels, event producers and other businesses to develop stream of content and story ideas for distribution via communications channels.
- Leverages partnerships with industry organizations such as Visit California and LA Tourism to extend the reach of the West Hollywood brand; participates in their media missions and networking events in target markets where relevant.
- Facilitates development and distribution of communications materials, including press releases, fact sheets, photography, and video for use by media and marketing partners.

- Coordinate media and other events that showcase West Hollywood’s distinctive personality and attributes as a leisure travel destination.
  - Provide logistical support and onsite execution for assigned events including negotiating venues, F&B and A/V vendors and other required contracts, working with partners, developing event signage and collateral.
  - Support in the development and execution of event programming that effectively portrays and differentiates West Hollywood and engages attendees.
  - When appropriate, manage targeted media outreach, including developing tiered invitation lists, securing attendance and post-event follow-up.
- Maintain an ongoing awareness of partner news, events, stories and personalities and the important issues, trends and storylines covered by local and national media, as well as local issues impacting tourism.
- Compiles monthly, quarterly, and annual PR reports for board of directors and stakeholders
- Manages department budget and expenditures, tracks and reports ROI of all activities

**Qualifications:**

---

- Minimum requirement: Bachelor Degree plus 3-5 years work experience in Travel/Tourism Sector.
- Entrepreneurial, Self-Starter, Team-focused.
- Excellent written and oral communication and organizational skills.
- Flexibility and willingness to Travel, play “host” to key & influential media and influencers.
- Current & proficient with Microsoft Office, Mac Operating system, Cision or similar

*NOTE: The essential functions of this position include, but are not necessarily limited to, those specifically identified in this description. The position and its primary functions may change over time and these changes may not necessarily be reflected in the position description. West Hollywood Travel + Tourism Board may, at its sole discretion, add to, change or expand the essential or marginal functions of this position.*