

Job Title: Director of PR & Communications

Job Category: Marketing – Exempt

Reports To: President & CEO

Summary: The Director of PR & Communications is responsible for writing press releases, working with Director of Marketing on development of photography and videography for bureau, conducting photo-ops, managing public relations and its day-to-day activities, handling media inquiries, organizing media and travel writers familiarization tours, managing social media activities, developing communication systems (print & online) for informing the media/public about the CVB and Alpharetta as a tourism destination, creating strategies to communicate the tourism assets in Alpharetta through print, social, and digital avenues, creating new ideas for driving leisure and group business into the hotels, and supporting all functions of the Bureau with public relations and social media efforts.

Duties & Managerial Responsibilities

<i>Media Relations / Social Media / Photography / Videography</i>	
Work independently and with President on reaching out and building relationships/opportunities with all media/travel writers/influencers	
Develop an overall communications/PR/social media strategy for department	
Implement ACVB communication and media strategies for external positioning to targeted audiences; Advance the mission of the CVB and promote a positive brand reputation across all communications channels	
Develop editorial calendars to maximize media opportunities	
Conduct media events, press tours/familiarization tours, regional/national media blitzes and local events that promote Alpharetta as a destination for convention, business, meetings and leisure travel	
Write, distribute, and pitch press releases and stories to local, regional, and national media/publications through communication channels	
Respond to media requests in a timely manner	
Utilize online services (Meltwater, etc.) to distribute press releases for major stories	
Maintain databases of media/influencers; maintain attraction/retail contact information and descriptions	
Arrange & conduct photo ops with staff, Board, City Council, organizers, contest winners, photo shoots, etc.	
Demonstrate proven value of PR and social media initiatives by tracking coverage in print, broadcast, and online; and calculate media/advertising impressions/value/social for reporting to the Board of Directors	
Maintain reports for media exposure, circulation, media value, and social engagement (Meltwater)	
Contract, manage & strategize with communications team contractors as applicable	
Organize and execute media tours for travel writers (individually or group)	
Attend meetings designated by President	
Support all functions of bureau with communications, PR and social Media efforts	
Manage Social Media Manager and oversee all social media activities and planned schedules: posts, photos, videos, reels, copy, links, schedule of posts, newsletters, blogs, and final photo gallery selections	
Oversee quarterly, monthly weekly and annual goals for the PR & Communications team	
Create an Alpharetta Insider newsletter and distribute	
Submit monthly Calendar of Events to target publications (print & digital)	
Liaison for Camera Ready Program	
<i>Collaboration:</i>	
Assist Director of Marketing in developing Bureau's collateral materials; special projects and brainstorming of packages and promotions as needed	
Work with marketing to create visual strategies for photo & video development	

Proofread as needed	
Staff Welcome Center as needed	
<i>Special Events and Other:</i>	
Assist in coordinating special events and promotions for Bureau as needed	
Promote new Bureau events and projects across all communication channels	
<i>Professional Development/Research:</i>	
Observe other CVB & tourism websites and publications to analyze how they position their destination	
Stay current on potential new customers and competitors in the marketplace	
Continuously research and develop ideas on how to promote Alpharetta	
Organize, submit & track award nominations for the Alpharetta CVB	

Job descriptions are not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with a job. They are intended to be reflections of the principal job elements essential for that position. The Alpharetta Convention and Visitors Bureau reserves the right to revise this description, as necessary.