



## **Manager of Media Relations**

**Reports to:** Vice President of Marketing and Communication and Director of Public Relations

**Office:** 1205 White Street, Key West, FL 33040 or new forthcoming office in Upper Keys

### **Overview:**

The mission of Visit Florida Keys is to provide outstanding service and resources with the highest degree of ethics and integrity to meet the needs of the Monroe County Tourist Development Council, the tourism industry, and to the public they serve.

The Manager of Media Relations is a key position on the marketing and communications team with responsibility for promoting and enhancing the destination's image and visibility. The role requires close collaboration with internal cross-functional teams, stakeholders and other external partners.

### **Duties & Responsibilities:**

- Build and maintain relationships with local, national and international media outlets to promote the destination.
- Serve as the main point of contact for journalists, bloggers, and influencers seeking information or media resources about the destination.
- Write and distribute press releases, media kits, and news updates to secure media coverage for events, attractions and tourism-related news.
- Coordinate and manage media requests, interviews, and press conferences, ensuring timely and accurate information is provided.
- Monitor media coverage and track press mentions, reporting on the effectiveness of media relations efforts.
- Organize and host familiarization (FAM) trips for media professionals, ensuring they have a positive experience that leads to favorable coverage.
- Pitch stories and news angles to journalists to generate ongoing media interest in the destination and its offerings.
- Collaborate with the team to align media outreach efforts with overall PR and marketing strategies.
- Prepare talking points and media briefings for executives and spokespersons during press interviews and public appearances.
- Monitor trends in tourism, travel, and media to identify new opportunities for press coverage and storytelling angles.
- Manage crisis communications, ensuring accurate and swift dissemination of information to the media during emergencies or crises affecting the destination.



- Track and analyze media impressions and coverage metrics to evaluate the success of media outreach and improve future efforts.
- Develop media lists and maintain a database of relevant contacts for targeted outreach based on specific campaign goals.
- Collaborate with content and social media teams to amplify media coverage across digital platforms, integrating press features into broader campaigns.
- Ensure all media-related materials are consistent with the destination's branding and messaging guidelines.
- Respond to negative or inaccurate media coverage, working with the team to craft appropriate responses.
- Coordinate media events and briefings, such as press tours, media receptions, and promotional events, ensuring smooth logistics and maximum exposure.
- Stay updated on emerging media platforms and trends to expand the destination's media reach.
- Create content for blogs, social media and any other content needs.
- Write interview responses for senior leadership. When needed, serve as a spokesperson for Visit Florida Keys/TDC in interviews.

#### **Education & Experience:**

- Bachelor's degree in public relations, communications, or a related field. MBA or equivalent advanced degree preferred.
- A minimum of 2 to 4 years of experience in a similar role, preferably within an agency, tourism, hospitality or journalism industry.
- Strong organizational and project management skills.
- Strong analytical and problem-solving skills.
- Excellent communication and people skills.
- Initiative-taking and self-motivated.
- Ability to oversee confidential information with discretion.
- Demonstrated ability to work in a fast-paced, dynamic environment and manage multiple priorities simultaneously.
- Outstanding ability to build partnerships across a wide range of stakeholders.

#### **Working Conditions:**

- Employee may sit for prolonged periods of time viewing computer monitor and keyboarding
- Tight deadlines, with multiple and rapidly changing priorities
- Interacting with internal and external stakeholders
- Open office floor plan means noise and a regular flow of people around the office
- Employee may be required to travel overnight on occasion

**Hours of Work & Location:**

- Workweeks are five days, Monday to Friday, 8 hours per day, starting 9:00 a.m. to 5:00 p.m. However, due to the nature of this position, work after hours, on the weekend and on holidays may sometimes be required.
- This position provides the employee with a hybrid work option, but the candidate must live in the Florida Keys or be willing to relocate.

**Why Join Us?**

- Opportunity to work closely with top executives in a leading global tourism company.
- A dynamic and collaborative work environment.
- Competitive salary and benefits package.
- Opportunities for professional growth and development.

**Application Instructions:**

Please send the following items to [tracy@fla-keys.com](mailto:tracy@fla-keys.com) by January 17, 2024:

1. Resume.
2. Cover letter in the body of the email.
3. Please list your ideal salary range in body of the email.
4. Please state whether you live in the Florida Keys or would be willing to relocate to Monroe County.

If you follow all the directions above AND meet the minimum requirements, you will receive an email with next steps, which include a set of written questions to answer.

Good luck!