



Experience Olympia & Beyond (EOB) seeks a Public Relations Manager (PR Manager) to increase awareness of our destination brand and strengthen industry and stakeholder relationships. The EOB PR Manager will accomplish this by cultivating and nurturing a strong media, influencer, and industry network.

The EOB Public Relations Manager will serve an essential role on our marketing team working closely with the Content & Brand Manager and the Director of Strategic Initiatives, and will be responsible for the following¹:

- Developing a public relations plan that supports the strategy, goals and budget as outlined in the EOB annual Business & Marketing Plan.
- Developing and executing media relations strategy, seeking high-level placements/exposure in print, broadcast, digital and social media.
- Leveraging existing media relationships and cultivating new contacts within consumer media.
- Leveraging existing stakeholder relationships and cultivating new contacts within Thurston County.
- Leveraging existing tourism industry relationships and developing new contacts with the nationwide tourism industry including all travel vertical sectors (sports, meetings, travel trade, leisure).
- Serving as the liaison between State of Washington Tourism and EOB team for all marketing and sales opportunities.
- Manage contacts in CRM.
- Serve as the lead, managing and vetting all media and influencer inquiries.
- Conducting seasonal outbound communications with media, stakeholders, and tourism industry through press releases and/or story pitch sheets.
- Monitoring, analyzing, and communicating PR results monthly.
- Evaluating opportunities for partnerships on an on-going basis.
- Maintaining a keen understanding of industry trends affecting local tourism and make appropriate recommendations regarding communication strategies surrounding them.
- Updating and maintaining organizational crisis communications plan.
- Conducting and/or supporting selected committee meetings.
- Planning and executing selected EOB Annual organizational events.
- Attending at least one professional development opportunity annually.

¹ Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time. EO&B believes that each employee makes a significant contribution to our success. That contribution should not be limited by the assigned responsibilities. It is our expectation that each employee will offer his/her services wherever and whenever necessary to ensure the success of the organization.

- Enjoying professional affiliations with PRSA, DMA West and Destinations International and leveraging membership benefits to maximize performance, the destination image and industry connectivity.
- Monitor industry, media and EOB editorial calendars and mine for media opportunities.
- Plan, coordinate and host individual and group FAM tours for media representatives on assignment. This may include:
 - Securing gift cards, booking rooms, soliciting donations of meals, experiences, and lodging for social media influencers, press visits/media FAM tours.
 - Assembling and distributing welcome gift bags.
- Support individual and group sales FAM tours planned, coordinated, and hosted by the VP of Sales & Development.
- Work with the Content & Brand Manager to create and upload a new EOB Press Kit.
- Create and populate the EOB Linked-In and X pages with weekly updates; coordinate organizational messaging with EOB Content & Brand Manager for consumer channels (FB & IG).

Requirements & Preferred Skills

- Proven track record designing and executing successful public relations campaigns.
- Exceptional attention to detail and follow-through.
- Exceptional writing and editing skills.
- Event planning and management.
- Social media management.
- Knowledge of Thurston County.
- Knowledge of the tourism industry.
- Commitment to accountability, project, and time management.
- Emotionally intelligent and empathetic.
- Strong interpersonal communication skills.
- Ability and character to work in a fast-paced environment in which little supervision is required.
- On occasion, **long** weekday hours and weekends may occur. All reasonable efforts are made by the leadership to ensure all staff members enjoy a quality work-life balance, and our program continues to proudly offer flexible scheduling.
- Working knowledge of MS Office: Word and Excel.
- Experience using CRM systems, PR platforms, and/or itinerary building applications.
- BA degree in Marketing, Communications, or a related discipline.

Work Environment & Schedule

This salaried exempt position will be full-time and offer flexible scheduling. The Public Relations Manager will be able to choose their level of in-office and/or remote working, although we do require attendance in-person at our weekly staff meeting, and other days as needed. Technology will be utilized to ensure regular communication and timely completion of work and projects. The ideal candidate will be equally dependable and flexible.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the duties of this job, the employee may be required to stand for long periods of time (i.e. representing Experience Olympia & Beyond at conferences, tradeshow and/or receptions), sit, talk, hear and use hands and fingers to operate a computer and telephone keyboard. Specific vision abilities required for this job include close vision requirements due to computer work. The employee will occasionally be required to lift and/or move up to 40 pounds. The employee should be able to speak clearly and hear well when communicating over the phone and in-person. The individual must be able to travel independently to domestic and/or international destinations via commercial airlines.

Title, Compensation and Benefits

- This position reports to the CEO.
- Title and salary are subject to modification DOE.
- This position is eligible for annual performance incentives and is measurable against established KPIs for the position.
- This position is eligible to share in organizational sales commissions rewarding completion of deliverables.
- Benefits include medical and dental insurance, vision coverage; 401K-matching at 5% with 5% contribution; short term and long-term disability insurance, life insurance, a corporate-issued laptop; cell-phone reimbursement up to \$75/mo., mileage reimbursement outside of Thurston County, paid holidays, sick leave, and 3 weeks of accrued paid vacation. Additional benefits are listed in the employee handbook.

To Apply

Please email your resume, cover letter and at least two writing samples to Annette Pitts, CEO at annette@experienceolympia.com with a cc to Kelly Campbell, Vice President of Finance & Administration at kelly@experienceolympia.com.

EO&B provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or ethnicity. In addition to federal law requirements, EO&B complies with applicable state and local laws governing nondiscrimination in employment.

All questions about this job description should be directed to Annette Pitts, CEO
annette@experienceolympia.com

Position is open until filled.