

PUBLIC RELATIONS MANAGER

Mammoth Lakes Tourism

Position Profile

Under the direction of the Vice President of Global Tourism, the Public Relations Manager works as a liaison for Mammoth Lakes Tourism and the Mammoth Lakes business community. This position will be responsible for story coordination, media hosting, media visit coordination, press release development, media agency relationship, content development and in-market media visitation. The position's focus is on increasing awareness and media coverage for Mammoth Lakes.

Responsibilities

- Develop, maintain and grow existing media/writer relationships
- Create content, write and execute press releases
- Provide monthly reporting on media conversion and exposure from media efforts to staff and board
- Develop annual media relations plan and budget
- Manage relationship with communications agency
- Distribute articles and other exposure to local businesses and individuals who are included in them
- Maintain Mammoth Lakes Tourism's online media room including press releases, galleries and story ideas for potential writers
- Work with, and report to, the Vice President of Global Tourism on both domestic and international communications
- Manage and evaluate "Mammoth Lakes Crib" elite athlete hosting requests
- Work closely with Digital Marketing manager to update timely and pertinent content to social media outlets such as Instagram, Facebook, Twitter, YouTube etc.
- Attract media-based conferences and associations to Mammoth Lakes, especially during shoulder seasons
- Assist in facilitating influencer visits working closely with MLT's Digital Marketing manager
- Work closely with local lodging, restaurant, retail and activities to coordinate visitation by journalists from around the world
- Develop strong partnerships with Visit California's media relations team to increase awareness
- Coordinate with the Town of Mammoth Lakes Public Information Officer (PIO) and Vice President of Community Engagement in times of emergency
- Represent Mammoth Lakes Tourism at key local events including Town Council meetings
- Sustain rapport with key local media; exploring specific needs; anticipating new opportunities; systematically communicating to fit their needs; manage strategic partnerships and alliances with area lodging properties, attractions, and appropriate businesses
- Actively update professional development to stay current with media industry trends and incorporate that knowledge into the functions of the position by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Prepare necessary correspondence, detailed proposals, and bid presentations as required.
- Work closely with the Mammoth Lakes Tourism team to represent Mammoth Lakes Tourism at travel trade shows, conventions, media events and sales missions as needed
- Enthusiastically participate in other Mammoth Lakes Tourism assignments as needed to help achieve the overall mission of the organization

Minimum Qualifications

- Applicants must be willing to relocate as position will reside in our Mammoth Lakes, California offices
- The ideal candidate will possess a good understanding of Mammoth Lakes and will understand effective and creative outreach at the local, regional, and state levels
- Possess a valid California drivers license, reliable vehicle and ability to travel since both regional, national and international travel is necessary
- Proven knowledge of media relations, AP writing style, agency management, budgeting & cost projections
- Working knowledge of MS Office, Word, Excel, and PowerPoint
- Strong interpersonal and relationship skills are essential to work in a small tight knit team environment

- Willingness to work evening and weekend hours as needed (FAM Trips, media hosting etc.)
- Competent decision-making, problem solving, time management, and organization skills a must
- Possess leadership qualities with superior written and oral communication
- Ability to manage multiple priorities
- Demonstrated creativity, initiative, and self-motivation
- Must have ability to travel for business conferences, meetings and seminars both domestically and internationally as needed
- Must have or be willing to obtain a valid passport
- Multi-lingual is appreciated but not required

Education:

Any combination of training and experience that provides the required knowledge, skills, and abilities is qualifying for this position. Communications or marketing degree preferred.

Experience:

Experience required would include three years relevant experience in media/public relations in hospitality, recreation or other media related field

Compensation/Benefits:

Starting salary depends on qualifications.

Mammoth Lakes Tourism is a private, not-for-profit 501c(6) organization that provides its employees a benefits package including unlimited Ikon winter season pass, wellness stipend, professional development reimbursement, company paid medical plan, a 401(k) pension plan with up to a 4 percent company contribution.

Application

1. Please email cover letter and resume along with salary requirements to:

Michael Vanderhurst – Vice President, Global Tourism
mvanderhurst@visitmammoth.com

No telephone calls, please. Position remains open until filled.