

## Public Relations Coordinator

### SMTT Overview

Santa Monica Travel & Tourism, Inc. is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT is the official travel and tourism promotion agency for the City of Santa Monica. It is our job to promote Santa Monica and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT operates five (5) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Cart on the 3rd Street Promenade; Visitor Information Center on Main Street; and, a Mobile Information Vehicle. For more information, please visit [www.santamonica.com](http://www.santamonica.com)

### Position Overview

Assist the Public Relations Manager in the overall management and supervision of comprehensive public relations and community relations programs for the maintenance and expansion of Santa Monica's local, domestic and international market segments in order to increase tourism & visitor expenditures. Support the SMTT team by coordinating the promotion and marketing of Santa Monica as a premiere beach destination. This position reports to the PR Manager.

### Responsibilities

- Collaborates with Public Relations Manager on targeted pitches and PR campaigns designed to generate positive news coverage of Santa Monica as a premiere travel destination in local, domestic and international outlets.
- Supports SMTT team in Championing the Value of Tourism to the Santa Monica Community.
- Assists in writing and distributing press materials including media alerts, fact sheets, speeches, speaking points, awards submissions, press releases and e-newsletters for local, domestic and international PR efforts.
- Monitors media coverage and assists in crisis communications efforts as needed.
- Leads monthly reporting process for all public relations efforts and coordinates distribution to featured partners and stakeholders.
- Coordinates and participates in Familiarization Tours for visiting media.
- Fields media inquiries, film permit and photo requests as needed.
- Represents SMTT at community and industry events. Coordinates preparation, shipping and follow-up for events.
- Uses media monitoring database to track press coverage and alerts team of relevant articles.
- Used web-based database to update media contacts, press coverage generated, in-kind donations and familiarization tours.
- Recommends content updates for Media section of SantaMonica.com.
- Administrative duties relating to public relations program or other SMTT programs as needed.

### Requirements

- 2 – 4 year degree preferred.
- Minimum of one to three years of professional experience in public relations.
- Existing media relationships a plus.
- Strong public speaking and written communications skills.
- Strong time management skills.
- Reliable, responsible, honest and trustworthy.
- Ability to stay calm under pressure.
- Good self-management skills.
- Strong customer service and business etiquette skills.
- A personal commitment to excellence, professionalism and creativity.
- Thorough working knowledge of Santa Monica preferred.

- Able to work independently and as part of a team.
- Flexible regarding schedule and duties – will attend evening and weekend events.
- Ability to travel independently to domestic and international markets as needed.
- Strong administrative skills.
- Strong initiative, able to handle routine problems, excellent troubleshooting skills and decisionmaking techniques.
- Excellent computer skills with knowledge of MAC applications and office computer software including Microsoft Office, Word, Excel and PowerPoint. Working knowledge of web-based databases and social media channels.
- Experience with Adobe Creative Suite including Photoshop, InDesign and Illustrator.
- This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions.
- While performing the duties of this job, the employee is frequently required to stand, sit, walk and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.

No relocation reimbursement will be provided. This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.

*All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, marital status, age, sexual orientation, disability or condition of having AIDS, in accordance with requirements of local, state, and federal law.*

#### **How to Apply**

To apply please email your cover letter, resume and salary requirements to [employment@santamonica.com](mailto:employment@santamonica.com) with the subject line **PRCRD2019**.

You will not be considered for employment if you fail to follow the application instructions. We do not accept phone calls, walk-ins or emails.