

## We're Hiring!

# Public Relations Manager

Santa Monica Travel & Tourism (SMTT) seeks a Public Relations Manager at the rate of \$80,000 annually commensurate on experience.

### Responsibilities

- Hybrid work from home and in-office position as required, will include offsite events and other remote activities.
- Develop and implement comprehensive PR strategies to promote Santa Monica as a top tourism destination, including defining key messages, target audiences and media outlets.
- Cultivate and maintain media relationships with local, national and international outlets.
- Write news releases in service of global marketing strategy and drive media pitches domestically.
- Vet, secure, plan and manage press trips and familiarization tours for journalists, including travel writers and broadcast news outlets.
- Manage PR Coordinator position; oversee assignments and provide mentorship.
- Engage with local public relations representatives of partner and stakeholder groups.
- Oversee international media relations through SMTT's global public relations partners.
- Manage domestic media relations and outreach, and support media familiarization tours.
- Track and analyze media coverage to provide reports on news media and social media reach and effectiveness.
- Provide in-house proofing and copywriting to support organizational needs.
- Oversee local events and sponsorship opportunities.
- Regularly participate in outreach to local hotels, restaurants, businesses and attractions to gather information to help promote events and activities in the destination.
- Attend local Business Improvement District (BID) meetings with SMTT staff liaisons to highlight the efforts of the PR department as relates to each BID.
- Represent SMTT at community events as needed.
- Ability to travel domestically and internationally to support PR requirements as needed.

- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Full & Part Time Employment Opportunities**
- ⇒ **Medical, Dental, Vision, 401K & more**
- ⇒ **Beautiful offices in Santa Monica!**

### Qualifications & Requirements

- Bachelor's Degree and 4-6 years of professional experience in communications, public relations, journalism or related field.
- Excellent time management skills and ability to multi-task and prioritize work to meet deadlines.
- Experience directly managing employees and their work.
- Proficiency in managing multiple projects from start to finish.
- Previous experience working with fundraising and nonprofits.
- Excellent writing (including AP style) and editing skills paired with a strong creative sensibility and strategic mindset.
- Social media savvy.
- Photography and video production skills with the ability to grow expertise over time.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Excellent verbal communication skills, comfortable with public speaking, presentations and on-camera interviews.
- Attention to detail and problem-solving skills.
- Strong organizational skills.
- Knowledge of Microsoft Office Software, Mac OS, database experience.
- Excellent written and verbal communication skills.
- Knowledge of Santa Monica a plus.
- No relocation reimbursement will be provided.
- Must be at least eighteen (18) years of age and possession of a clean driving record.
- 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.
- We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity or other protected characteristics.

**Apply Today!**

**Email the subject line PRMGR24 with  
your resume to [employment@santamonica.com](mailto:employment@santamonica.com)**

### About Santa Monica Travel & Tourism

Santa Monica Travel & Tourism is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit [www.santamonica.com](http://www.santamonica.com).