

# City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave  
(505) 955-6597 Fax (505) 955-6810

[www.santafenm.gov](http://www.santafenm.gov)



**POSITION TITLE** CVB Public Relations Manager (2223)  
**DEPARTMENT** Tourism  
**PERIOD TO APPLY:** 3/16/2018-4/16/2018  
**SUPERVISOR:** Director of Marketing

**SALARY RANGE:** \$23,579-42,209 (M)  
**FLSA/UNION STATUS:** Exempt/Nonunion  
**POSITION STATUS:** Exempt/Full-Time  
**LOCATION:** CVB

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## GENERAL DESCRIPTION

The Public Relations Manager, in conjunction with the CVB Director of Marketing will work with the marketing and sales team to support various internal and external marketing and communication projects.

## SUPERVISION RECEIVED

Works under the general direction of the CVB Director of Marketing

## SUPERVISION EXERCISED

None

## NATURE OF WORK

**ESSENTIAL FUNCTIONS:** *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Assists CVB Director of Marketing with generating editorial coverage for the City of Santa Fe, hospitality related business partners and TOURISM Santa Fe through development of news releases, pitching travel trends and current event story ideas to the media. This position serves as the liaison with the contracted Public Relations Company to insure coordination, excellence and maximization of all public relations efforts.

Researches and updates promotional literature provided to convention attendees, tourists and media.

Participates in the annual Marketing Plan development.

Develops materials and writes articles in a continuing effort to obtain maximum media coverage for the destination, such as press kits, articles for newspapers and magazines for both trade and consumer visitors.

Maintains database of travel writers, editorial calendar, editors and related media associates based on interests. Writes and edits the quarterly news releases and the monthly updates for the use in the editorial calendar. Assists with promotional materials, such as presentations, videos, etc. for both leisure tourism and convention & group sales and media blitzes.

Plans, implements and solicits participation from regional and national and international media in press tours; develops tour concept; creates itinerary and manages all tour logistics from inception to completion and post-tour follow up.

Supports, coordinates and participates in NMTD in-bound press trips for targeted regional and national and international travel and tourism reporters and editors; develops invitations, marketing materials and itineraries for travel writers/reporters/editors; assist with logistical coordination for travel writers/reporters/editors while visiting.

Promotes Santa Fe and Tourism Santa Fe to the hospitality industry locally, regionally, nationally and internationally through involvement with industry/professional development organizations.

Manages library of photos and background information and distribution to organizations and media per request and deadlines.

Works closely with personnel from Santa Fe area tourism attractions, such as hotels, restaurants, museums, to assist in development of press releases for upcoming events and press worthy news.

Plans and coordinate special communications projects.

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Tracks earned media on a monthly basis; maintains copies of articles for presentations; maintains story/clipping files on all media stores related to the destination.

Facilitates a collaborative effort to maximize the value of all public relations efforts by other organizations and businesses to solidify the Santa Fe message and voice.

## **MINIMUM QUALIFICATIONS**

### **EDUCATION AND EXPERIENCE**

Bachelor's Degree in communications, public relations, advertising, marketing, or related field; and three (3) years of marketing, public relations, communications and/or other relevant experience; or High School diploma and seven (7) years of marketing, public relations, communications and/or other relevant experience. Professional public relations, journalism or communications experience in tourism and knowledge of Santa Fe and Northern New Mexico is highly desirable.

### **ADDITIONAL REQUIREMENTS**

Must possess a valid driver's license upon hire and obtain a City of Santa Fe driving permit within three (3) months of hire.

Requires travel and attendance at evening and weekend events.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

**Demonstrate Knowledge of** social media strategies and execution; media needs, timing and interests; the principles and techniques of public information and public relations programs; media tactics, including interview techniques and preparation; basic principles of communication; English grammar, spelling, and punctuation; and hospitality/tourism industry terminology.

**Demonstrate Skills** in prioritizing tasks to meet deadlines; reviewing, proofreading, editing and verifying written materials for accuracy and adherence to policies and procedures; writing press releases in the proper format; operating standard office equipment; and maintaining effective public and interpersonal relations; communicating with hospitality business partners and interacting with all levels of staff within TOURISM Santa Fe its hospitality partners; analyzing data and making independent decisions; using MS Word, Excel, Outlook, Access, PowerPoint, Adobe Photoshop, InDesign and / or Illustrator, and web design software.

**Ability to** communicate effectively both orally and in writing with other employees, members of the media, hospitality business partners; speak clearly and confidently to the media during interviews whether in a formal or informal setting; maintain confidentiality and use discretion when dealing with sensitive information; maintain a professional demeanor and composure; deal with people diplomatically; multi-task to achieve objectives; deal with idiosyncratic behavior or disgruntled people; use judgment and discretion; maintain accurate details; work in an environment subject to frequently changing priorities, high stress and exposure to conflicting situations; work independently; establish and maintain cooperative working relationships; make quick and effective decisions, network; handle complaints in a diplomatic manner; effectively manage time; recognize the needs for special accommodations; be flexible and organized.

### **PHYSICAL DEMANDS/WORK ENVIRONMENT**

Work is performed in a typical office setting with typical climate controls. Business attire is required. Tasks require a variety of physical activities such as walking, standing, stooping, sitting, reaching, not generally involving muscular strain. Job functions normally require talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Periodic travel and attendance at evening and weekend events is required. Requires the ability to lift up to 40 pounds.

### **ADA/EEO Compliance**

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

### **VETERAN'S HIRING INITIATIVE**

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment.

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The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

**Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.**