

Fairbanks Convention & Visitors Bureau

Job Description

Title: Public Relations Sales Manager **Status:** Full Time/exempt
Department: Advertising and Public Relations **Date:** December 2011 (*Revised*)
Reports to: Director of Communication

FCVB Mission: “To be an organization which enhances the quality of the visitor experience and contributes to the economic well-being of the Fairbanks region by marketing to potential visitors.”

Position Summary: Promotes Fairbanks to travel media; promotes FCVB to local community; production of bureau publications and collateral; image and inquiry fulfillments; and other department functions.

Duties/Responsibilities:

1. Contributes to the overall performance measurement goals of the Department.
2. Ensures that the FCVB’s branding guidelines are incorporated into marketing messages and promotional materials.
3. Fulfills media inquiries and image requests.
4. Assists Branding/Production Coordinator with the preparation, compilation, editing and proofreading of the FCVB’s publications and collateral.
5. In conjunction with Director of Communication plans, executes and completes follow-through on media press tours.
6. Maintains press-clipping file of FCVB-assisted travel media by working closely with FCVB’s clipping service. Follow up with assisted media to gather published articles that resulted from department’s efforts. Prepares clippings and reports for board packets.
7. Maintains clipping file of relevant local and statewide articles relating to FCVB, the local visitor industry, or the statewide visitor industry.
8. Develops and maintains FCVB media and travel journalist database.
9. Maintains database of media outlets for press releases and media advisories.
10. In conjunction with Director of Communication prepares and distributes press releases and media advisories to appropriate audiences about FCVB, its members and local visitor industry as needed.
11. Distributes key event information to relevant media sources.
12. Compiles relevant department statistics and in-kind donations.
13. Assists in tracking FCVB inquiries generated in conjunction with the VSM Department.
14. In conjunction with Director of Communication develops and executes a strategic plan for encouraging film production in Fairbanks, the Interior and the Arctic.
15. Performs other department or bureau-related projects as assigned.

Education/Experience/Skills Requirements:

- Must have a college degree in Communications or a related field.
- Must pay attention to detail, be organized, dependable and have the ability to work independently.
- Excellent communications skills including public speaking, telephone and interpersonal communications.
- Excellent writing skills including a command of grammar, usage and vocabulary.
- Knowledge of Fairbanks, Interior and statewide visitor industry.
- Extensive knowledge of PC’s, including word processing, spreadsheet and database software.
- Ability to take digital images, process and disseminate in appropriate formats.
- Adobe PageMaker, Microsoft Office, Adobe Photoshop.

Work Requirements:

- Work schedule will require some evenings and weekends
- Must be able to work in close quarters.
- Professional dress required.
- Must possess a valid Alaska Driver’s license.
- Must have reliable transportation.
- Must be able to lift and transport items weighing up to 50 pounds.

Disclaimer: The above information on this description has been designed to indicate the general nature and level of work performed by the employee(s) within this job. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employee(s) assigned to this job.