

# Public Relations Manager

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## Grade: 10

**Reports to:** Assistant Director of Sales and Marketing

**Department:** Public Relations

**Approval Date:** February 2017

**Job Status:** Exempt, Full-Time

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## Job Summary:

The Public Relations Manager plans and implements public relations and community outreach strategy, goals, budget and tactics to support strategic awareness initiatives. Serving as general spokesperson for the Aquarium, this individual remains on-call both evenings and weekends. A self-starter, the Public Relations Manager is a creative thinker who remains calm under pressure. This position is responsible for maintaining the Aquarium's positive public image through communicating program information, accomplishments and points of view on-line, through events, in writing and on camera.

## Essential Functions:

- Serves as the spokesperson for the Aquarium during day-to-day operations.
- Manages the Aquarium's response to requests for information, interviews, and tours from the media and public. Responds to all requests within 24 hours.
- Directs all site tours involving photography and videography.
- Counsels and prepares Aquarium staff, including senior leadership, for public interviews and press contacts for a diverse set of needs.
- Manages the Aquarium's crisis communications plan, specifically those internal and external activities dealing with animal rights activists, animal deaths, exhibit problems, hurricanes and other emergencies.
- Manages the Aquarium media policy.
- Writes key brand messages and talking points for communication of events as well as internal and external issues.
- Writes and distributes media advisories, fact sheets and calendar of events keeping documents and supporting photography and videography current in on-line media room and media kit.
- Plans and implements all press relations strategies and media campaigns to ensure consistent voice and aggressive media efforts on a local, regional and national level.
- Analyzes and reports on media plans, campaigns and individual communication tools. Manages coverage analysis through monitoring software.
- Develops and creatively pitches new story ideas pertaining to Aquarium animals, exhibits, happenings and unique opportunities.
- Builds and maintains relationships with media contacts and industry leaders.
- Coordinates media sponsorships and assists with special promotional events that drive attendance and media coverage.
- Manages all Aquarium community outreach.
- Supervises maintenance and organization of electronic photography, videography, newspaper clippings, press releases and media contact databases.
- Manages yearly media training activities for Aquarium spokespersons. Identifies colleagues to develop new media engagement opportunities.

## **Other Duties and Responsibilities:**

- Supports the mission by participating in Aquarium sponsored programs and events on a regular basis.
- Prepares and manages departmental budget.
- Participates in staff committees and special Aquarium projects as requested.
- Provides public relations support for the Aquarium's conservation programs including Sea Turtle Care Center and Good Catch.
- Adheres to the South Carolina Aquarium Policies.

## **Knowledge, Skills, and Abilities:**

- Ability to maintain a sense of humor.
- Excellent verbal and written communication skills. Proficient with AP Style.
- Excellent organizational and planning skills and ability to multi-task in a high-paced environment.
- Ability to communicate effectively at all levels internally and with the public to include board members, local, regional and national media representatives.
- Strong people skills, able to cultivate relationships with related trade organizations, media representatives, colleagues and tourism agencies.

## **Education and Experience Required:**

- Bachelor's degree in Communication, Public Relations, Journalism, or a related field.
- Minimum four years relevant experience with innovative media and public relations programs.

## **Licenses and Certifications Required:**

- Valid Driver's License

## **Supervision of others:**

- Outreach associate, volunteers and interns

## **Physical Requirements:**

- Frequent walking, bending, stooping, crouching, sitting;
- Occasional lifting up to 50 lb

## **Working Conditions:**

- Normal office environment.
- Constant contact with media, vendors and the public.
- Travel required.
- Required to work early mornings, weekends and late nights.
- On 24-hour call, required to respond to Aquarium calls.

**The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.**

**The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.**