

Senior Manager Earned Media and Public Relations

Grade: 10

Reports to: Director Marketing and Strategic
Communications

Department: Marketing

Approval Date: March 2019

Job Status: Exempt, Full-Time

Job Summary:

Plan and implement public relations strategies and earned media campaigns. Serve as general spokesperson for the Aquarium in partnership with department discipline experts. Plan and manage special media events. Ensure the Aquarium is represented prominently in all earned media including traditional media, social media and emerging digital platforms.

Essential Functions:

- Serve as the general spokesperson for the Aquarium during day-to-day operations, leverage departmental/subject matter experts as appropriate
- Counsel and prepare Aquarium staff for public interviews and press contacts including the preparation of relevant messaging
- Manage media training activities for Aquarium spokespeople
- Manage the Aquarium media policy and social media policy
- Write key brand messages for all public communications
- Manage the Aquarium's crisis communications plan, including internal and external activities surrounding animal deaths, exhibit challenges, hurricanes and other emergency situations
- Working in partnership with the External Communicator, serve as the public relations communicator during inclement weather situations or any other event that requires the Aquarium to shut down/implement a ride out
- Plan and implement press relations strategies and media campaigns to ensure consistent and aggressive media efforts on local, regional and national levels for cross-channel coverage:
 - Manage the Aquarium's response to requests for information, interviews and tours from the media and public; responds to all requests within 24 hours
 - Write, distribute and update media kit
 - Manage online press room
 - Develop new story ideas to promote departmental activities and accomplishments; work closely with all departments, developing internal relationships to ensure accurate knowledge of current events
 - Stays on top of industry trends and advancements; thinks of ways to incorporate new tools and strategies into Aquarium PR plan to pitch new story ideas, reach out to bloggers and influencers, manage Aquarium review sites and to join social conversations about the Aquarium brand and programs
 - Direct all site tours involving photography
 - Write, edit and distribute press releases, media advisories and fact sheets
 - Maintain catalogue of newspaper clippings, press releases and media contacts
 - Prepare management reports and analyses of media plans, campaigns and individual communication tools; manage coverage analysis through monitoring software
 - Continually targets new local, regional and national media outlets

- Plan and manage special promotional events at the Aquarium to drive media coverage
 - Arrange media sponsorships
 - Develop and implement event logistics
- Maintain partnerships with key organizations and develop an annual plan with each partner
- Manage current media relationships and foster new ones
- Develop, implement and maintain an intern/volunteer program and delegates specific responsibilities; encourage teamwork, personal initiative and accountability
- Adhere to South Carolina Aquarium Policies and Procedures

Other Duties and Responsibilities:

- Prepares and manages departmental budget
- Supports the mission by participating in Aquarium sponsored programs and events on a regular basis
- Participates in staff committees and special Aquarium projects as requested

Knowledge, Skills and Abilities:

- Excellent verbal and written communication skills.
- Excellent organizational and planning skills and ability to multi-task
- Ability to communicate effectively with the public and all levels of staff.
- Ability to communicate effectively with Board members, local, regional and national media representatives, photographers and vendors
- Cultivate contact with related trade organizations, colleagues and tourism related agencies

Education, Experience and Certifications Required:

- Bachelor’s degree or equivalent experience in English, Journalism, Public Relations or a related field
- Minimum of 5 years relevant experience directing innovative and successful media and public relations program
- Driver’s License

Supervision of others:

- Volunteers, interns and other staff (when appropriate)

Physical Requirements:

- Frequent walking, bending, stooping, crouching, sitting; occasional lifting up to 50 lbs

Working Conditions:

- Normal office environment
- Constant contact with media, vendors and the public
- Some travel required
- Required to work 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.