

# Manager, Earned Media and Public Relations

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**Reports to:** Director of Marketing, Sales and Communication

**Department:** Marketing

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

**Approval Date:** January 2020

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## Job Summary:

Working in partnership with paid and owned teammates, plan and implement public relations and earned media for all channels from strategic development through measurement and reporting. Serve as primary media contact for the Aquarium (and spokesperson when appropriate) leveraging department discipline experts. Plan and manage special media events and onsite filming.

## Essential Functions:

- Works with the Strategic Communications Manager to develop and implement comprehensive communication strategies to continue to grow the Aquarium's audience and engagement – which may include print, video storytelling, social media, email, blog, signage, press releases and other forms.
- Works with Strategic Communications Manager to create reporting plans in order to test and measure success of marketing initiatives and produce regular performance reports.
- Working collaboratively with paid and owned teams, 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:
  1. Manage the Aquarium's response to requests for information, interviews, and tours from the media and public; responds to all requests within 24 hours
  2. Develop strong relationships both internally and externally and stay aware and nurture press contacts locally and regionally
  3. Manage online press room; update and distribute media kit
  4. Manage high volume of onsite filming and photography from outside media sources as well as influencer visits
  5. Create, implement and maintain policies and processes regarding earned media and onsite filming
  6. Working collaboratively with stakeholders, write, edit and distribute press releases, media advisories, and fact sheets
  7. Prepare management reports and analyses of media plans, campaigns and individual communication tools; manage coverage analysis through monitoring software
  8. Continually target new local, regional and national media outlets
  9. 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
  10. Stay on top of industry trends and advancements; think 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
  11. Maintain catalog of newspaper clippings, press releases and media contacts
- Serve as primary media contact for the Aquarium; elevate voices of our content/discipline experts and CEO
- Prepare Aquarium staff for public interviews and press contacts including the preparation of relevant messaging
- Manage media training activities for Aquarium spokespeople
- Write key brand messages for all public communications
- Collaborate with the owned and paid media to create and implement comprehensive media plans.

- 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 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.
- Conduct social listening and create, foster and manage media and influencer relationships
- Responsible for online review site responses (TripAdvisor, Yelp, Google)
- Develop, implement and maintain an intern/volunteer program and delegate 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:**

- Experience creating a public relations strategy
- Experience managing large, complex media events
- Excellent verbal and written communication skills
- Excellent organizational and planning skills
- 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
- Understand mission driven work and how to convey impact through storytelling
- Experience using Cision or Critical Mention is a plus

### **Education, Experience, and Licenses 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
- Valid Driver's License

### **Supervision of Others**

- Volunteers, interns and other staff (when appropriate)

### **Working Conditions:**

- Normal office environment
- Constant contact with media, vendors, public and Aquarium staff
- Some travel required
- Required to be available to respond to press inquiries on weekends and evenings
- Occasionally be available to work on weekends, evenings and early mornings as necessary

**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.**