



POWERED BY

Buncombe County Tourism
Development Authority

Job Title: Public Relations Coordinator
Reports to: Director of Public Relations
Department: Marketing
FLSA Status: Non-Exempt

Position Summary:

This is an entry level position that assists Explore Asheville's Public Relations team with media and public relations efforts. The Public Relations Coordinator is responsible for assisting with day-to-day media relations efforts to promote Asheville to the national and international markets as well as throughout the region.

Essential Duties and Responsibilities:

Public Relations

- Provide administrative support to the Public Relations (PR) team in the Marketing department and assist in the execution of the work plan to raise awareness and inspire travel to the Asheville area.
- Coordinate monthly earned media clip analysis, execute PR team reports that feed into dashboards, apprise clipping service of upcoming or missing media coverage, maintain press clip and other PR team files, and prepare clip round-ups for various purposes.
- Share major media coverage across the Explore Asheville team. Ensure that Explore Asheville-generated clips are shared directly with local partners to make the connection to Explore Asheville PR efforts.
- Coordinate the media database and develop media lists for targeted outreach using media relations software. Work with media databases and coverage tracking tools to handle direct distribution of media information as needed.
- Respond to image, video, and digital asset requests from media, requiring knowledge of brand image library and policies that govern the use of Explore Asheville imagery. Support management of press photo and video/b-roll hub via Explore Asheville's digital asset management system.
- Route media requests, answer routine inquiries, execute fact checks, support upkeep of press sheets/backgrounders and provide information to journalists as directed by PR team.
- Support journalists on assignment and media research trips to Asheville. Secure itinerary elements, book accommodations, schedule partner connection points for visiting journalists and oversee the coordination of media welcome amenities.
- Organize details for FAMs (curated media engagement visits) and events, including press conferences and large-scale media activations.
- Support intake process for media site visit and influencer partnership requests, standardized responses, and media request forms. Help pull major opportunities into team activation systems and provide an appropriate level of welcome, support and connectivity to media/influencers passing through Asheville.
- Help track and gather community news for integration into PR efforts. Work with the PR and Partnership & Destination Management team to develop and manage partner

outreach lists. Disseminate media leads and requests for information, as needed, to partner lists and Explore Asheville partner communications channels in support of national media requests and opportunities.

- Lead upkeep of ExploreAsheville.com online newsroom as a source for fresh news content, accolades, and destination highlights.

Administrative Support

- Perform administrative support as directed by the Director of Public Relations, assist with department phone, copying, office coverage, data entry, word processing, e-mails, etc.
- Maintain confidentiality of marketing and sales information, database files, financial statements, Web statistics, and other sensitive data.
- Participate in department and all team meetings, planning meetings (i.e., strategic/department/program/work/objectives), and organizational initiatives to support efficiency, effectiveness, and innovation. Elevate and solve issues, support solutions, and support the maintenance of ongoing processes.
- Manage and update PR team editorial calendar and run weekly editorial calendar meeting.

Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where the Public Relations Coordinator is asked to help other team members with their work, completing tasks outside of this description.

Qualifications

- Bachelor's degree (B.A./B.S.) from a four-year college or university in Journalism, English, Public Relations, Marketing, Communications or similarly relevant major -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Minimum of one year of experience in the field of public relations.
- Background in media relations, media pitching, or work within the media is essential.
- Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
- Thorough understanding of AP style required.
- Strong writing and editing skills and a proactive marketing-oriented approach to public relations are critical.
- Media relations and varied experience with all types of writing assignments are the two most important elements of experience needed.
- Ease in both written and oral communications and a thorough understanding of the role of public relations and how it can enhance and complement other marketing elements within the organization are key.
- Experience in social media is beneficial.
- Attention to detail, accuracy, and quality assurance a must.
- Proven commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, organization, planning, and problem-solving skills.
- Goal-driven with the ability to effectively manage multiple priorities and adhere to deadlines.
- Must be a strategic thinker and a proven self-starter able to support achievement of

- organizational goals.
- Must be highly organized and detailed-oriented.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of Explore Asheville, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Delivering balanced & sustainable growth
- Encouraging safe & responsible travel
- Engaging & inviting more diverse audiences
- Promoting & supporting Asheville's creative spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.

- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What We Offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 19 days to start; 11 annual paid office holidays; employer-provided medical, dental, vision, life, short-term disability and long-term disability insurance; 401k with a company match; and employee wellness benefits.

Starting Salary: \$51,000