

## **POSITION DESCRIPTION**

**Title:** Director of PR & Communications  
**Position Type:** Full-time, Exempt (40 hours)  
**Reports to:** Assoc. Vice President of Marketing & Cultural Tourism

### **Job Summary**

The Director of PR & Communications ("Director") oversees the Council's public relations and communications initiatives (internal and external). An enthusiastic advocate for arts and culture in The Palm Beaches, the Director is responsible for driving a PR program that creates awareness of The Palm Beaches as Florida's Cultural Capital® and of the Council's mission, programs and events, targeting both resident and tourism audiences. The Director will build and/or maintain existing relationships with media, write press releases and pitches, coordinate press events and FAM tours, contribute content to marketing initiatives, and manage the strategy of the Council's social media program. In addition to external communications, the Director is also responsible for internal communications at the Council, working with the leadership team to ensure staff have the information they need to work together and to serve the Council's audience. The Director will manage a small team.

### **Primary responsibilities**

- Manages the Council's annual public relations strategy/calendar, including all press release topics, pitches, media angles and targets;
- Oversees and contributes to the Council's social media strategy, including 'live' and thematic content, paid and non-paid tactics, influencer marketing and activations, and evaluating platforms and performance, working with the Council's Content and Social Media Manager and any third-party partners;
- Contributes to the Council's email marketing strategy, creating content calendars and strategies with the Council's marketing team with input from other department heads;
- Serves as the point of contact for all incoming press inquiries for the Council; building relationships with the local and regional press; and working with media regularly to place stories across all platforms and relevant subject matter (travel, lifestyle, arts, entertainment, business);
- Coordinates with cultural organizations to leverage press opportunities;
- Serves as the liaison to the public relations teams at the Tourist Development Council agencies, working primarily with Discover The Palm Beaches, on cultural tourism collaborations (i.e. press releases, FAM tours, and media events);
- Arranges media FAM tours (usually in conjunction with Discover The Palm Beaches and its national PR firm). Work may include: creating unique cultural

itineraries and experiences, scheduling visits, and accompanying the media to ensure a successful experience and coverage;

- Assists with other Council communications efforts, including key messages, letters, and talking points for interviews around arts advocacy and other issues related to the sector;
- When needed, oversees third-party PR (agency) contracts and scopes of work for special projects;
- Provides detailed metrics and measurement of all earned media and social media;
- Collects all press clips and maintains the press room section of the website;
- Creates and executes an internal communications plan for the Council designed to share regular information with the staff;

**Education and experience:**

- College degree in communications, public relations or journalism
- Minimum of 10 years related experience
- Strong communication and writing skills
- Knowledge/relationships with local, regional and national media
- Experience managing budgets
- Proficiency in Microsoft Office 365 (Word, Excel, PowerPoint)
- Experience overseeing organic and paid social media campaigns, and analyzing results
- Experience using email marketing platforms
- Experience managing third-party agencies (or working at/with an agency)
- Experience with Cision, PR Newswire, Meltwater preferred
- Experience with project management software
- Organized, detail oriented and able to meet tight deadlines
- Experience with managing people and/or leading a team
- Ability to work collaboratively