JOB DESCRIPTION: Director of Public Relations

Job Title:	Director of Public Relations
Department:	Communications
Reports To:	Vice President of Communications
Classification:	Regular, Full Time, Exempt
Supervisory responsibility:	Yes
Position Start Date:	Until Filled
Salary range:	$71,700 - $98,100 Depending on Experience

Position Summary:

The Director of Public Relations is responsible for developing and executing a global media relations program for the CTTC with the goal of publicizing California as a premiere travel destination to the international, domestic trade and lifestyle media. Responsibilities include engaging communications tools and practices to 1) provide strategic oversight of global PR agencies and CTTC communications staff who execute media outreach and media events; 2) develop crisis communications support as needed; 3) create PR programs that positively position the CTTC and align closely with marketing campaigns; 4) provide communications counsel to senior management; 5)enhance the company's success by applying proactive and reactive communications strategy. The Director of Public Relations will also serve as an official spokesperson for CTTC.

Key Duties & Responsibilities:

Estimated % of Time	Activity
50%	Provide strategic leadership on all domestic and international public relations outreach functions to include: development, planning and implementation of CTTC communications efforts. Work closely with CTTC Marketing Team, International Representation Offices and Operations Team to strategically integrate CTTC Communications programs. Develop and enhance CTTC's relationships with Tier 1 media. Respond and serve as a primary spokesperson for media inquiries. Approve press releases and Web content produced by staff and contractors. Develop and maintain departmental budget.
20%	Supervise media relations staff (three full time employees).
20%	Draft correspondence and media messages to meet outreach needs at the request of CTTC's Chief Executive Officer, Vice Presidents and senior staff members. Manage press relations for executives and senior staff.
10%	Other duties as assigned by the Vice President. Including but not limited to assistance with crisis communications and development of digital assets program.

Essential Qualifications:

To perform this job successfully, an individual must be able to perform each key duty satisfactorily:

- Bachelor's degree in communications, public relations or related field.
- Excellent written and verbal communication skills, specifically including expertise in AP style.
- At least 7-10 years of **global** PR experience with a proven track record in a fast-paced environment. Travel industry experience a strong plus.
- Previous experience supervising employees.
- Ability to manage a network of **global** PR agencies; international media experience a plus.
- Strategic thinker who excels at coming up with original ideas and is able to execute.
- Ability to proactively identify communications opportunities and develop supporting programs.
- Ability to effectively communicate verbally and in writing, both internally and externally.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Ability to integrate PR programs to support marketing goals and programs; able to perform within an integrated team environment.
- Able to excel in a fast-paced environment with changing priorities and able to take a positive team approach to working with industry and government partners.
- Knowledge of Microsoft Office products, including Word and Excel, Internet Explorer, Powerpoint and other graphics and/or presentation software.

Compensation:

In addition to salary, CTTC offers medical, dental, vision, disability, sick and vacation leave, and a 401k plan.

How to Apply:

Please send your cover letter, resume, and two writing samples by e-mail to Matthew Sabbatini, Director of Finance and Human Resources, at communicationsjobs@visitcalifornia.com.

CTTC is an equal opportunity employer.