



Job Title:	Manager, Media Relations	Position Type:	Full-time
Department:	Marketing	Reports to:	SVP, Customer Experience
Position Summary			
<p>The media relations manager is responsible for managing the flow of communication between the Chamber and media. This requires skill in relationship development and attention to detail, making sure the right information is communicated in a timely manner.</p> <p>The Austin Chamber helps people live, work and thrive in Austin by investing in a broad range of programs that build, support, and diversify the region’s economy. There is significant media interest in this work and this position will be working to daily to be a proactive resource in support of that mission.</p>			
Roles and Responsibilities			
<p>MEDIA RELATIONS</p> <ul style="list-style-type: none"> • Serve as primary contact for and establish/maintain relationships with news media • Establish and document media relations policies and procedures • Coordinate media opportunities for Chamber subject-matter experts/spokespeople, including drafting talking points and implementing media coaching as needed • Proactively pitch stories too support Chamber, Opportunity Austin, ATX Helps, and Quality of Life Foundation messaging • Prepare articles and press releases for the media • Manage the flow of news about the Chamber and Opportunity Austin to the media • Serve as spokesperson as needed • Track media relations metrics <p>ADDITIONAL RESPONSIBILITIES</p> <ul style="list-style-type: none"> • Provide content production support to marketing team, including the creation of stories, blogs, newsletters and other content • Prepare scripted remarks for Chamber events • Work with policy team to develop content and strategy as a part of Chamber overall marketing strategy <p>QUALIFICATIONS AND REQUIREMENTS</p> <ul style="list-style-type: none"> • Bachelor’s degree in public relations, marketing, or related field • 2-3 years of experience in a media relations, marketing, or other related field • Highly organized with the ability to multitask • Able to meet tight deadlines and execute flawlessly on projects in a fast-paced, often pressured environment and see a project through to completion • Working knowledge of media outlets in the Austin metro area and experience placing earned media 			

- Excellent verbal and written communication skills (writing samples required, ideally examples of press releases)
- Working knowledge of AP Style, Adobe Creative Suite, and CMS management

ADDITIONAL NOTES

Last Updated By:	Jonathan Packer	Date:	4/7/2021
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