Job Title: PR Coordinator  
Department: Marketing and Communications  
Reports To: Senior Director of PR & Communications  
FLSA Status: Non-exempt  
Prepared Date: June 2018

Summary:
The PR coordinator reports to the Senior Director of PR & Communications and his/her primary responsibilities are to assist with media outreach and tracking, and to provide administrative support to the communications team. The PR coordinator is an organized, multi-tasker with good communications skills who understands our “Free Yourself” brand.

Essential Duties and Responsibilities:
• Research journalists, editors, freelancers and influencers to identify qualified media to be targeted by Visit Tucson  
• Review media coverage and track coverage related to Visit Tucson’s PR efforts  
• Assist with development of itineraries for press visits; confirming hotels, meals and activities  
• Write and distribute press releases  
• Track PR-specific activities in CRM on a regular basis  
• Collect and ship all appropriate collateral materials for tradeshows and media missions  
• Other duties as assigned

Additional Duties:
• Regularly update “What’s New in Tucson” in our online press room  
• Work with creative services team to ensure proper usage of visual assets by journalists and other media  
• Review and update existing web content  
• Provide back-up for Visit Tucson’s social media efforts, when Content Coordinator is unavailable

Competencies:
• Computer Skills – Working knowledge of Microsoft Office, social media platforms, the internet, web-based applications and other software as needed.  
• Organizational Support – Follow policies and procedures; complete administrative tasks accurately and on time; support organization’s goals and values.  
• Ethics – Treat people with respect; keep commitments; inspire the trust of others; work with integrity and ethically; uphold organizational values.  
• Teamwork – Balance team and individual responsibilities; exhibit objectivity and openness to others’ views; give and welcome feedback; contribute to building a positive team spirit; put success of team above own interests; support everyone’s efforts to succeed.  
• Professionalism – Approach others in a tactful manner; react well under pressure; treat others with respect and consideration regardless of their status or position; accept responsibility for own action; follow through on commitments.
• **Problem-solving** – Identify and resolve problems in a timely manner; gather and analyze information skillfully; develop alternative solutions; work well in group problem solving situations.

• **Oral Communications** – Speak clearly and persuasively in positive or negative situations; listen and get clarification; respond well to questions; participate in meetings.

• **Adaptability** – Adapt to changes in work environment; manage competing demands, change approach or method to best fit the situation; ability to deal with frequent changes, delays or unexpected events.

**Experience & Education:**
- Four years related experience and/or training or equivalent combination of education and experience.

**Compensation & Benefits:**
- This is a full-time hourly non-exempt position that will require some work on nights and weekends. Scheduled hours may vary.
- Compensation is flexible and is commensurate with experience.