Position Title: Manager, Media Relations
Department: Media Relations
FLSA Status: Exempt
Reports To: Vice President, Media Relations

Choose Chicago is the official sales and marketing organization responsible for promoting Chicago as a global visitor destination to business and leisure travelers.

POSITION SUMMARY
Work with destination media/social media and other targeted niche media/social media to generate publicity globally for Chicago as a must-see tourist destination. Working directly for and closely with the Vice President of Media Relations, the Manager, Media Relations will be responsible for planning and implementing media relations and global social media programs, performing all traditional media relations functions including writing, initiating media contact and placement, pitching and securing, corresponding with media/influencers and partners, providing direct support to media/influencers for individual visits, press tours, in-market media missions, events, receptions, marketplaces, and more, as well as working on the global social media/influencer relations program.

SUPERVISOR RESPONSIBILITY:
N/A

RESPONSIBILITIES:
- Develop and implement media, influencer, and global social relations programs and strategies for identified national, key, state, regional, border, and local media markets in our key global markets (U.S., Canada, Mexico, Brazil, UK, Germany, France, Japan, China) and other secondary and/or developing markets as needed.
- Drive the Chicago local, regional, national and international messaging to key global markets and align that message, and the ways in which it is delivered, with other Choose Chicago channels, including paid media campaigns, social media, etc.
- Build productive long-term relationships with media and influencers in key global markets, including national, local and key city-based travel/meeting trade and consumer media, bloggers, freelancers, influencers, etc.
- Plan, develop, implement, pitch, lead and actively manage press/influencer trips, individual media/influencer visits, in-market media missions, promotions, live remotes, media marketplaces, events, receptions, etc.
- Conduct proactive and reactive media initiatives including building itineraries for visiting media/influencers, providing information, photos/video, writing press releases and story ideas to pitch, promote, and follow up to secure placements with media/influencers, including news stories and features
- Field media/influencer queries, lead and liaise daily with media/influencers, often by telephone, email and/or in person
- Research, write and distribute news/press releases and inspiration pages to pitch and follow up with media to generate positive media coverage on the destination, as well as talking points, interview bookings, etc.
- Support niche markets (e.g., culinary, art, culture, family, neighborhoods, architecture, LGBTQ+, etc.) and major events, (e.g. Chicago Architecture Biennial, Expo Chicago, Chicago Restaurant Week, Chicago Theatre Week, etc.), liaising with partners and other Choose Chicago business units
- Collaborate with Choose Chicago departments (Marketing, Global Development, Cultural Tourism, Convention Sales, Partnership, Neighborhoods, DEI, etc.) to align activities and bring media/influencer relations opportunities, recommendations and support to their initiatives
- Develop global social media engagement and content calendar by country - post cadence, content, spend, audience, targeting, as needed with the support of our in market social media agencies which reinforces our brand and services to relevant audiences
- Develop benchmark KPIs and best practices to continuously improve global campaigns based on data/metrics
- Manage program budget for assigned markets and maintain accurate, timely accounting practices including the processing of invoices, balancing of program of work budgets, etc.

- Work with and support public relations and social media agencies globally who work on Choose Chicago's behalf in specific countries, alongside the VP of Global Media and Influencer Relations; work with in-market social media teams on developing content strategy
- Monitor, track and save successful media/influencer coverage/placements as a result of work in markets and produce monthly (sometimes weekly/biweekly) reporting on such results to share with various partners, committees, board, meetings, etc. Track monthly global social media agency and other markets independently report on campaign performance and share campaign results with media relations VP.
- Report to partners on media/influencer coverage and ensure partners are aware of the value Choose Chicago Global Media and Influencer Relations generates (individually and collectively)
- Keep up to date on the destination, media outlets and contacts, as well as social media/influencers and online opportunities
- Monitor and assess market news and top stories, including new trends in the hospitality and tourism industry
- Manage and maintain market media/influencer lists; develop customized lists for specific projects and distribution

MINIMUM QUALIFICATIONS

- Bachelor's degree in communications and/or Public/Media Relations preferred or equivalent practical experience; destination management organization (DMO) experience a plus
- Minimum of five (5) years of travel-related public/media relations experience showing progressive growth and learning and/or training equal to the skill level needed to perform this position
- Established relationships with travel, lifestyle, and other niche media across the globe a plus
- Experience working collaboratively with public/social media agencies and external partners to achieve media/social media results
- Familiarity of tourism experiences in the Chicagoland area
- Capability of managing multiple tasks with tight deadlines and flexibility to adapt quickly and creatively to changing circumstances

KNOWLEDGE, SKILLS, AND ABILITIES

- Experience working directly with media/influencers and an understanding of media/influencers needs, including pitching press releases and securing media/influencer coverage – knowledge of consumer, lifestyle, travel and other niche media (i.e., culinary, family, culture, LGBTQ+, etc.) a plus
- Outstanding verbal and interpersonal skills for frequent interaction with customers and suppliers
- Ability to think creatively, strategically and work within budget
- A strong team orientation is critical based on the collaborative culture of Choose Chicago and the visitor industry
- Ability to illustrate a results-focused approach and commitment to going the extra mile for key stakeholders, including adapting quickly to situations and managing demands
- Energetic, self-starter and resourceful problem solver - keeps projects on timeline
- High attention to detail with the ability to manage and work simultaneously on multiple projects with conflicting demands for multiple clients/directors, and to organize and meet tight deadlines in a fast-paced environment
- Ability to effectively use MS Office products including but not limited to Word, Excel, Outlook, Power Point, as well as Cision media directory (and/or other industry platforms) and imaging applications
- Ability to represent Choose Chicago in a professional manner while interfacing with internal and external clients
- Professional media and social media skills
- A high degree of confidentiality, discretion and sound judgment
- Fluent in languages such as Spanish, Portuguese, French, German a plus

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing the work
- Ability to grasp objects utilizing the fingers (fine motor manipulation)
- Ability to travel by ground transportation (includes personal and/or public transportation) as required in performing work
- Ability to travel throughout the city, including prolonged standing and walking as it is very often necessary when delivering items to members of the media or partners

- Ability to work nights and weekends as needed - working evenings include, but are not limited to attending business exchanges and venue openings/receptions/client appreciation events, media/influencer functions, etc.
- Ability to travel out of market (approximately 33% in the future), as well as evening and weekend work in/out of market to host visiting media/influencers and support major events

TO APPLY:
This position offers a competitive salary and benefits package. Qualified candidates should submit resume and include **salary requirements** to resumes@choosechicago.com:

Choose Chicago
Human Resources Department
301 E. Cermak Road
Chicago, Illinois 60616
EMAIL: resumes@choosechicago.com
No Phone Calls
Choose Chicago is an Equal Opportunity Employer