**JOB DESCRIPTION: MEDIA & PUBLIC RELATIONS**

To promote tourism in Natchitoches and positive public relations for Natchitoches CVB.

* To maintain relations with area, regional and national media through sending press releases, stories, media advisories, contact media on a regular basis and inform them about what is going on in Natchitoches, promptly answering inquiries.
* Assist Director with annual media budgets, ROI reports, tracking media value, etc.
* Working with Executive Director to host and inform travel writers, media and photographers.
* Work with Advertising Agency to place media, design & be creative. Maintain calendar of deadlines.
* To maintain a database of all media inquiries, press releases sent, media mentions with values, and number of posters/flyers printed annually for festivals & events.
* To maintain the online calendar of events, online press kit, and perform website edits and revisions to a minimum of three (3) websites.
* To attend community meetings and receptions as deemed by the Executive Director and to stand in for the Executive Director at events when needed.
* To maintain inventory and creative ideas, ordering and proofing (with Director approval) all promotional materials.
* To maintain database of images and distribute as requested.
* To create and update weekly weekend events fax to local hotels, restaurants, etc. Write & create weekly e-newsletter, quarterly newsletter for Constant Contact. Maintain & update all in-house brochures.
* To assist in the promotion of area events and festivals by writing, sending press releases, design posters, and assisting with advertising or promotional spots, appearing at live events, etc.
* Available to travel to association meetings and trade shows.
* To attend monthly Natchitoches Parish Tourist Commission meetings and present report of activities to commissioners. (3rd Tuesday each month)
* To promote regional and area partnership by assisting with media contacts, planning, and promoting. Currently, Holiday Trail of Lights, Louisiana North, El Camino Real, LTPA & LACVB.
* To work with location scouts to offer area photographs for possible film locations.
* To create and produce a media kit specific to media goals and requests.
* Maintain and update all social media for Natchitoches Tourism, currently FB, Linked in & Twitter and additional social media responsibilities for area events & partnerships.
* Oversee & communicate with all media interns and part time workers.