

NEW MEXICO True

Public Relations Director

Position Open: Immediately

Location: Santa Fe, NM

The Public Relations Director (PRD) will be responsible for the proactive pursuit of earned media that drives increased awareness and favorable opinion of New Mexico as a travel destination. Through an aggressive PR strategy focused on national, regional, and travel trade media, the PRD will oversee incoming and outgoing messaging related to travel and tourism in New Mexico. The ideal candidate will possess stellar communication skills and writing ability, and be able to identify the “story behind the story” to maximize media interest in a destination or attraction. The PRD is responsible for all public relations contracts and initiatives, as well as managing the department’s industry relations efforts. The PRD will serve at the pleasure of the Cabinet Secretary of Tourism and the Governor of the State of New Mexico.

Duties of the Public Relations Director:

Public Relations

- Oversee contracts with agency PR firms: develop scope, set objectives, manage deliverables, track budget and hours
- Build strong relationships with national media (to include travel trade), actively seeking national pitch opportunities
- Create an infrastructure for group travel opportunities and travel trade outreach
- Monitor national industry news and trends
- Vet and meet with visiting journalists and travel trade professionals
- Oversee logistics and attend all FAM trips, media trips, trade shows and media missions
- Oversee the development of short and long lead pitch calendar
- Regularly engage with New Mexico-based travel media and travel trade professionals
- Identify new and innovative ways to generate media interest
- Provide direction and oversight of the New Mexico True Adventure Guide (via New Mexico Magazine)
- Create relevant content for department outreach and initiatives

Industry Relations

- Provide high-level oversight of industry relations efforts (via Public and Industry Relations Coordinator)
- Provide a system for gathering news from industry partners to pitch to media
- Develop and execute partner-involved media missions and event opportunities

Internal

- Provide leadership for PR staff, to include all HR functions
- Oversee PR budget, making recommendations on budget actions
- Ensure that all media requests are channeled properly
- Develop crisis communications plan
- Act as backup Public Information Officer
- Travel as necessary
- Additional duties as assigned

Interested candidates should email a cover letter and CV or resume to Rebecca Latham, Cabinet Secretary, at Rebecca.Latham@state.nm.us by March 24, 2017.