

# BERMUDA

## TOURISM AUTHORITY

The Bermuda Tourism Authority (BTA) is the official destination marketing organization of Bermuda. We are a dynamic, independent and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination.

The BTA is looking for a **Public Relations & Content Manager**.

With responsibilities based in New York and reporting to the Director of Global Communications. The successful candidate will be responsible for Assist with the development of and implementing on-island PR itineraries for visiting journalists, editors, bloggers, and high-profile influencers to increase awareness of Bermuda's product and services. Serves as the primary on-island contact for North American/European PR agencies with regards to media FAMs, media site visits, film projects and press inquiries.

Develops and maintains effective working relationships with BTA stakeholders including hotels, attractions/tours, restaurants, and transportation companies. Proactively shares PR coverage to appropriate stakeholders in a timely fashion. Support the Assistant Director of Digital Content with monitoring both local and global digital outreach.

Travel is required, as well as working evenings and weekends, as necessary, to accomplish established goals.

### **Duties and responsibilities are varied and include:**

- Works closely with the Assistant Director of PR & Community Engagement and Assistant of Digital Content on all duties assigned.
- Support the Director of Global Communications in association with the Experience Manager to develop media itineraries for visiting journalists, influencers, and editors. Itineraries developed at least four weeks prior to trip to ensure appropriate planning including agenda, timeline, and transportation.
- Monitors industry news calendars, as well as market related news and events to assess proactive opportunities for media outreach/fam trips/social media. Shares updates at weekly PR/social meeting.
- Provides input/feedback on e-newsletters, fact sheets, brochures, destination guides and digital content.
- Acts as the main liaison for film projects that come to Bermuda, helping to guide productions through permitting, cultural considerations, logistics of filming as well as connecting them with resources needed. Also, works with Marketing Coordinator to ensure that film page on gotobermuda.com is kept up to date.
- Assists the Chief Sales and Marketing Officer in executing on-island crisis communications responses.
- Strives to meet expectations of both internal and external customers. Gains customers' trust and respect. Delivers results on multiple projects or initiatives in a timely manner.
- Attends internal and external meetings and creates follow up reports and action items for future projects.
- Represents the Bermuda Tourism Authority professionally at company and client sponsored events.
- Has a keen understanding of the BTA mission, vision and goals and the National Tourism Plan, including key initiatives, quick wins and timelines.
- Maintains well-informed working knowledge of all hotels, attractions, and services in Bermuda.
- Performs other related duties, special projects and assignments as required.
- Meet or exceed sales incentive goals

### **The successful candidate must possess:**

- The ideal candidate has at least 3-5 years' experience, exceptional writing skills, a perfectionist's eye for detail, and a track record of success in media and public relations.
- Bachelor's in Business or related field preferred
- Three - Five years' experience in Tourism or related industry
- High level of proficiency in using Microsoft Office products (Word, Excel, PowerPoint, etc.)
- Must be familiar with digital platforms i.e., all Social Media platforms
- Strong leadership and interpersonal skills, must be able to work effectively at board level internally and with external client companies
- Strong communication skills with the ability to share information clearly and concisely both orally and in writing
- Strong organizational skills: ability to multi-task and prioritize conflicting deadlines
- Good analytical, project management and communication (verbal and written) skills
- Must be able to work under pressure and within defined deadlines. Experience working within a high-volume, deadline-driven organization.
- Demonstrated ability to convey a sense of urgency, openness to new ideas, inclusion & diversity, integrity, customer focus, and respect
- Must be able to uphold BTA's mission and vision with a sense of urgency, openness to new ideas, inclusion & diversity, integrity, customer focus, and respect
- Ability to travel internationally. Availability to travel up to 50% of time
- Valid Passport
- Evening and Weekend Availability
- Ability to work remotely as necessary
- Requires sitting, standing, walking, and bending. Requires moving equipment and/or lifting boxes/items weighing up to 25 lbs.

We invite you to submit your application online via our Employment Opportunities page at <https://www.gotobermuda.com/bta/employment-opportunities> or send your resume and cover letter to:

Email: [employment@bermudatourism.com](mailto:employment@bermudatourism.com)

Attn: Human Resources

Applications for this position must be received no later than **October 27, 2021**.