



Job Title: PR and Communications Manager

Reports To: Director of Communications

Position Summary: The PR and communications manager plays an integral part in Visit Alexandria’s content-driven storytelling through media relations, content planning and development, project management, visitor guide editorial support and more. This role serves as the right-hand person for the director of communications, collaborating on overall communications objectives and public relations strategies and managing tasks related to press releases, pitching, media hosting, news clip tracking and more. The position is also responsible for the management of Visit Alexandria’s Film Office. The ideal candidate has ample public relations experience, excellent writing skills, is detail-oriented, has project management experience and embodies a strong time management skillset. **The PR and communications manager is required to live in or relocate to the Washington, D.C. region, within a reasonable distance of Alexandria, VA, to adhere to the hybrid schedule and journalist hosting responsibilities.**

About Alexandria, Virginia

Alexandria, VA, is a must-visit destination that has been among *Travel + Leisure’s* “[Best Cities in the U.S.](#)” for the past 3 years and *Condé Nast Traveler’s* top 5 “[Best Small Cities in the U.S.](#)” for 6 consecutive years, among a breadth of [national accolades](#). A welcoming weekend escape on the Potomac River, just minutes from Washington, D.C., Alexandria was founded in 1749 and boasts the nation’s third oldest historic district. Stroll Old Town Alexandria’s King Street mile to find more than 200 independent restaurants and boutiques plus intimate historic museums and new happenings at the waterfront. Explore vibrant neighborhoods beyond Old Town, trace George Washington and the Founding Fathers’ footsteps and follow the stories of Black Americans who shaped the history of Alexandria and the United States.

About the Communications Team

This is a fantastic opportunity to join Visit Alexandria’s award-winning communications team, recipient of the 2024 top national award from the Public Relations Society of America (PRSA) for “[Best In-House Team](#)” among nonprofits/associations. The team has pioneered strategic integrated communications strategies to propel Alexandria from a regional extension of D.C. into a national destination in its own right, helping the city yield a record \$81 million consumption tax revenues in Fiscal Year 2023. The three-person, women-led team manages a breadth of content, aligning tactics across various organizational mediums including photo and video content, media relations, website, marketing and social media. Join us in uncovering the latest newsworthy stories and trends, crafting well-written, captivating pitches and press releases and offering responsive, at-the-ready service to media and partners.

About Visit Alexandria



Visit Alexandria is the nonprofit tourism marketing organization for Alexandria, Virginia, promoting Alexandria, Virginia, as a premier destination for leisure and business travel. The organization has 450 members, a \$5 million budget and 15 employees. Visit Alexandria has built a strong staff and key partnerships with peer organizations and City departments to accomplish its mission. It is guided by a board of 15, representing a diverse range of industry sectors, expertise, race, age, gender and neighborhood.

Benefits and Culture

Staff members work a hybrid schedule with approximately 2 to 3 days per week in the office and 2 to 3 days remote (subject to change). Visit Alexandria offers excellent health, dental and vision benefits, up to 12% 401(k) match after one year of employment, paid transit/parking and vacation. The organization values a work-life balance and diversity, equity and inclusion. Staff members enjoy a supportive and friendly office culture that is high energy, creative and positive. The office is Metro accessible (King St-Old Town) and bike-friendly.

Essential Duties and Responsibilities

Content Planning and Project Management:

- Plays a key role in Visit Alexandria's content team, developing story ideas and priorities, and contributing to timeline decisions
- Acts as right-hand person for Director of Communications in supporting the execution of communications strategies and project management
- Manages PR timeline and meets regularly with Director of Communications and PR agency of record
- Organizes communications and content production timelines for Visit Alexandria's major events and member promotions including Portside in Old Town Summer Festival, Alexandria Holiday Boat Parade of Lights, Scottish Christmas Walk Parade, Alexandria Restaurant Week(s) and Summer Sidewalk Sale
- Supports Director of Communications on editorial development of the Visitor Guide, working closely with Visit Alexandria's membership team and publisher

Media Relations:

- Collaborates with Director of Communications on media relations strategies and cultivates strong destination storytelling with top-tier journalists across the local, D.C. regional, national and international media landscapes
- Manages and executes media relations tasks including but not limited to PR calendar management, press release development, pitch development, gathering photo/video assets for press and broadcast interview organization
- Supports PR agency on organizing and hosting travel writer visits, giving walking tours of Old Town and meeting with press during hosted media visits, on an as needed basis
- Works closely with membership team on the events press release compilation and review process
- Communicates with members and stakeholders regarding press opportunities, including but not limited to gathering information for press releases



- Works closely with Director of Communications on writing responsibilities as they relate to industry award applications, corporate communications and emergency communications planning for annual events
- Tracks coverage utilizing Google Alerts and Critical Mention, by proactively reviewing sites and publications, and by maintaining a list of upcoming coverage to seek out following interaction with writers/editors/producers
- Records, analyzes and reports on press coverage through the Stats spreadsheet, monthly board reports and VIP news clips emails
- Supports Director of Communications on broadcast media opportunity staffing and speaking engagements
- Works regularly with partners including Virginia Tourism Corporation and Capital Region USA (CRUSA) on international media group press trips and individual press trips
- Serves as member of the Northern Virginia Tourism Partnership (NVTP) PR committee and responsible for attending annual media missions in target markets (i.e. New York City, Canada and others, as applicable)

Website Support and Press Room Management:

- Plays a supporting role on the writing and publishing of “Best of” articles on VisitAlexandria.com, developing and researching story angles and article content and supporting Senior Digital Content Manager, as needed
- Manages VisitAlexandria.com press room including uploading press releases, monthly news clips and relevant press content
- Supports Senior Digital Content Manager on other website-related tasks as needed

Alexandria Film Office:

- Coordinates Alexandria film applications submitted through Visit Alexandria, emailing key City department contacts that are designated part of the Film Group to get input before projects are approved and film permits are issued
- Responds promptly to film applicants and advise on next steps
- For high profile projects (such as a feature film or national commercial), provides additional support on scouting locations and facilitating City support
- Responds to Virginia Film Office when they have periodic requests for information
- Provides annual economic impact report

Additional Duties:

- Spearheads compilation of monthly board reports for the communications department
- Other duties as assigned

Qualifications

- 2-4 years of public relations **and** communications experience
- B.A. degree in communications, PR, journalism, creative writing or related field
- Excellent project management skills with a strong attention to detail
- Outstanding written and oral communication skills
- Demonstrated initiative, ownership and time management skills



- Positive energy and excellent interpersonal skills; ability to interact with a wide variety of people, both internally and externally at all levels
- Ability to creatively approach problems and assigned projects
- Available to work evening and weekend hours
- Familiarity with Alexandria or the tourism/hospitality industry a plus
- Proficiency with Microsoft Office, Critical Mention and other PR platforms a plus

Salary

Visit Alexandria is offering a salary of \$60 - \$68K, commensurate with experience.

To Apply

Please send a cover letter and resume to apply@visitalexva.com with "PR and Communications Manager" in the subject line. Please include how you learned about this job posting.