

Public Relations Director/Manager Breckenridge Tourism Office (BTO)

SUMMARY

This position is responsible for developing and executing strategic national, regional and local media relations plans for Breckenridge's summer and fall seasons, while providing support for winter media efforts. The Director/Manager oversees a year-round public relations agency and functions as the BTO spokesperson. This dynamic Breckenridge-based role requires prior public relations or marketing experience in resort, travel or recreation industries. Strong writing and public speaking skills are a must.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Core duties and responsibilities include the following:

- **Strategy development and implementation:** Develop and implement comprehensive strategic public relations plans to support the BTO's goals and grow Breckenridge's reputation as a top travel destination.
 - Establish goals, identify PR approaches, establish editorial focuses, outline key milestones/events, and build budget plan to guide year-round PR efforts for print, broadcast, online, and social media on a national, regional, and international level.
 - Assess departmental goals on an ongoing basis with the BTO leadership team to adapt to changing needs for marketing efforts and management efforts across the BTO.
- **KPIs and reporting:** Establish key performance indicators to track the performance of PR efforts and report to key stakeholders (internal and external). Keep up with industry best practices to set quantitative and qualitative goals and communicate the value of media placements in a meaningful way.
- **Media relations and destination storytelling:** Establish and maintain positive and productive professional relationships with media – local, regional, national, and international – and provide consistent, compelling story ideas that support BTO goals.
 - This includes: developing press materials, pitching stories, responding to media inquiries, vetting press trip opportunities, hosting strategic press trips, developing hosting itineraries, hosting media events, crafting media rooms and visual narratives, etc.
 - Bring creativity, insight, and strategy to build compelling written and visual narratives; tailor those narratives to resonate with the right audience(s); establish and maintain credibility as a trusted source of story ideas, expertise, and visual assets for the media.
 - Maintain media-related partnerships with Breckenridge Ski Resort, Town of Breckenridge, Colorado Tourism Office and other industry-related partners. Work closely with these and other in-town businesses and organizations to gather/pitch newsworthy narratives, co-host media trips, and respond to media inquiries.
 - Evaluate inbound opportunities for their value towards PR goals, and evaluate pay-to-play media opportunities for their potential to fill in gaps and deliver strong ROI.

- Evaluate international media hosting opportunities in partnership with the Colorado Tourism Office to build visibility for summer tourism from key markets such as Mexico, Germany, or the UK.
- **BTO spokesperson, reputation and crisis management:** Nurture a positive company reputation for the Breckenridge Tourism Office and act as BTO spokesperson with media. Provide media training and/or internal counsel to the BTO team for media/media-adjacent communications as needed.
 - Serve as a primary media contact responsible for responding to media inquiries and requests.
 - Lead media communications efforts and provide guidance/training for all BTO departments to ensure external messaging is consistent and cohesive.
 - Contribute to: Marketing plans and tactics, Community Affairs materials such as annual reports, annual previews, and B Like Breckenridge app, and Events plans with a lens of reputation management and crisis mitigation. Leads all event-related communication tactics, on-the-ground media presence, and crisis communication preparation.
 - Coordinate crisis communication efforts with CEO, CMO, PR agency, and relevant internal/external contacts.
 - Ensures CEO/President is abreast of media trends and narratives affecting Breckenridge as a destination.
- **Budgeting:** Manage departmental budget effectively, reallocating resources to maintain a strong ROI and hit PR objectives. Prepare and report on monthly forecasts/variances.
- **Agency Management:** Manage and provide clear direction to PR agencies and contractors. Maintain positive working relationships and strategic oversight to ensure meaningful progress towards BTO goals.
- **Partnerships and external counsel:** Account for, adapt to, and counsel on (as needed) the additional media strategies and messages of other major players in Breckenridge, including but not limited to: the Town of Breckenridge, Breckenridge Ski Resort, and organizations and businesses such as Breck Create, Breckenridge History, or Breckenridge Grand Vacations.
 - Collaborate when appropriate to enhance the destination's reputation and increase its visibility through travel, hospitality, and business news.
 - Media train local influencers/partners as needed for co-hosting journalists or serving as ambassadors in the BTO media guide program.

Skills Required:

- A Bachelor's degree in public relations, marketing, communications or journalism preferred.
- At least 3 years of experience developing multiple types of content across a variety of media preferred.
- Able to meet daily deadlines under pressure effectively with simultaneous multiple tasks; excellent writing, editing and proofreading skills
- Results-oriented. Strong communication skills. Excellent eye for details.

- Strong project management skills, including scheduling and meeting deadlines
- Strong presentation and interpersonal skills, with the ability to motivate and drive collaboration with other departments and stakeholders
- Aware of trends, monitoring competitors, aware of emerging platforms
- Team player willing to pitch in for the growth and success of the entire organization

Teamwork

- Work as a positive, proactive team leader and team player within BTO and Breckenridge Community
- Assist other BTO departments as necessary
- Keep CEO/organizational leadership promptly informed of all problems, opportunities or unusual matters of significance so that appropriate action may be taken
- Ensure positive, productive working relationships with peers in the community among other professional organizations.
- Contributes to staff meetings and attends organizational events as requested/reasonable.
- Proactively informs management and/or affected departments if deadlines cannot be met and organizational flow could be compromised.

Professional/Standards/Ethics

- Perform all duties and responsibilities in a timely and effective manner in accordance with established company policies
- Model professional standards for team – accountability, professional and accurate correspondence, timely and complete responses, professional demeanor, respectfulness.
- Exemplify standards and ethics as defined by the BTO team.
- Represents the BTO and the community in a professional and enthusiastic manner at all times.
- Effectively perform other duties as assigned.
- Continually expands knowledge and skills related to the job.
- Is fully accountable while working remotely.

Breckenridge Tourism Office is an equal opportunity employer (EOE), and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Position will be hired as either a Director or Manager dependent on experience. Salary dependent on experience, \$60,000 - \$100,000.

Please reply with cover letter & resume to accountingmanger@gobreck.com by August 15, 2025.