The Public Relations Assistant shall:

* Assist in developing plans to promote Georgetown/Scott County.
* Assist in developing and distributing all printed brochures and literature.
* Answer the telephones, take accurate messages and help callers with any Tourism related questions. Direct questions to the appropriate agencies.
* Actively promote Georgetown/Scott County using current and future social media outlets.
* Create, manage, and maintain paid social media advertising campaigns.
* Assist with promoting Celebrate Georgetown events.
* Update all calendar of events.
* Maintain database for generated leads.
* Maintain and update websites.
* Design and produce newsletters.
* Develop and author tourist related articles for print and digital media.
* Coordinate travel writers to generate interest and author travel articles featuring Georgetown/Scott County.
* Prepare and distribute press releases.
* Work with staff to ensure all visitors’ inquiries from mail, walk-ins, and by telephone are answered in a prompt and courteous manner.
* Assist with tour groups.
* Take initiative in making suggestions for improving procedures and starting new projects.
* Assist in planning Tourism related events and work Tourism related events.
* Assist in distributing information to Hoteliers and Celebrate Georgetown.
* Enter data for various reports.
* Work with Microsoft Office, InDesign, Constant Contacts, Event-Brite, Meet Edgar, Photoshop and other software.
* Be eager to learn about Georgetown/Scott County, the Bluegrass Region, and the state in order to share with visitors.
* Attend educational/conference opportunities as directed by the Executive Director.
* On occasion driving a personal vehicle may be required with reimbursement for mileage at the current Federal mileage rate.
* Be willing to work a flexible schedule including occasional weekends and nights when needed.
* Other assigned duties including administrative work.
* Works closely with the Marketing Director.
* Answers to the Executive Director. In the Executive Director’s absence, reports to the Marketing Director and/or Assistant Director.

Be on duty during normal business hours (Monday - Friday, 9:00 a.m. - 5:00 p.m.) and maintain an office schedule, which will, within reason make him/her accessible to the Executive Director, Commissioners’, general public, and other business contacts. It is understood, however that the Public Relations Assistant duties and responsibilities may require him/her to perform duties on weekends, holidays, and evenings. This is a full-time Public Relations position.

Examples of duties or responsibilities are not to be construed as describing all of the duties of the position and are not to be construed as limiting the Executive Director or Tourism Commission's ability to add to or otherwise alter the duties of the position.

**Work Environment:** Office Setting. Work is typically performed in an office setting requiring intermittent sitting, standing, or stooping; lifting light objects (less than 25 pounds) is a requirement of the job.

**Desired Skill Set**

* Education – minimum associate’s degree, BS or BA preferred in communications or marketing – related job experience can be considered in lieu of education
* Basic computer skills – MS Word, MS Excel, MS Power Point, and MS Outlook
* Computer Software – Microsoft Office, InDesign, Constant Contacts, Event-Brite, Meet Edgar, Photoshop, and other software
* Social media – Facebook, YouTube, Twitter, Instagram and Other
* Familiar with interpreting web and social media analytics and metrics
* Communication
	+ Interpersonal communication skills
	+ Public speaking
	+ Writing skills
		- Business writing
		- Creative writing
		- Copy writing
		- Proofreading
		- Developing and maintaining media contacts
* Self-management/time management
* Plan and organize tasks/projects
* Collaborative
* Networking
* Research
* Stress management
* Basic accounting
* Self motivated
* Customer service oriented

Interested parties should send a resume and portfolio via email to Lori Saunders, lori@georgetownky.com.