



**POSITION TITLE:** Temporary Public Relations Manager  
**CLASSIFICATION:** Part Time/Hourly  
**REPORTS TO:** Director of Public Relations  
**UPDATED:** July 21, 2026

**JOB SUMMARY:**

The Temporary Public Relations Manager supports Visit Santa Barbara's public relations efforts by helping to coordinate media visits, fulfilling media requests and providing administrative and operational support for the PR department. This is a part-time position through December 2026. Primary responsibilities include press trip planning and logistics, media asset coordination and recordkeeping. This position also may assist with supporting day-to-day department operations and assorted media relations tasks such as researching and updating media materials. Strong organizational skills, attention to detail and factual accuracy, communication skills, and the ability to manage multiple projects are essential to success in this role.

**COMPANY PROFILE:**

Visit Santa Barbara is a nonprofit destination marketing organization (DMO) primarily funded by the South Coast Tourism Business Improvement District, along with grants and membership dues. Through tourism marketing, public relations, group sales and community partnerships, Visit Santa Barbara works to generate overnight visitation, increase business and tax revenue, and support jobs throughout the Santa Barbara South Coast.

**OUR MISSION:**

We enhance quality of life for Santa Barbara South Coast residents through inspiring visitation that fosters sustainable economic growth, protecting the region's reputation, and supporting the vibrancy of our diverse communities.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**Media Relations & Press Trip Support**

- In consultation with the Director of PR, create itineraries that effectively showcase the destination. Handle arrangements for media visits, coordinating reservations and logistics, ensuring timely support and more.
- Track press trip expenses and maintain accurate records
- Manage timely follow up of media visits, providing information and imagery, as needed
- Assemble and deliver welcome amenities, media passes and materials for visiting media, as needed

- Purchase amenities for journalists, as needed
- Assist with researching, compiling and updating press materials, as needed
- May occasionally act as a host for visiting media and meet with media during evenings and weekends, as needed
- May assist with reviewing incoming media requests and support timely responses

#### **Content & Asset Support**

- Assist with fulfilling media requests for destination information, photos and B-roll, and track requests in CRM database
- Coordinate with industry partners to obtain updated visual assets and destination information
- Update Visit Santa Barbara's photo library for media, as needed
- Assist with media monitoring and press clip tracking
- Assist with tracking and reporting of public relations activities and results
- Scan and save clips for recordkeeping and share with partners

#### **QUALIFICATIONS:**

- Minimum 1-3 years of professional experience in media relations/public relations or journalism
- Bachelor of Arts degree in communications, journalism, media relations/public relations, marketing or related field
- Proficient in Microsoft Office programs and PC computers
- Strong administrative, data entry and organizational skills, with keen attention to detail and high level of accuracy
- Strong time management skills with ability to prioritize tasks while performing effectively in fast-paced environment
- Strong communication skills, written and verbal; ability to handle high volume of incoming emails and feedback
- Ability to review and assess high volumes of written content efficiently and accurately
- Self-starter with ability to own tasks and drive them through to completion, take initiative and proactively support needs of the PR department
- Team player with positive attitude who communicates with consideration and discretion both within the office and externally
- Familiar with Santa Barbara South Coast attractions for visitors
- Strong editing, fact-checking and basic research skills
- Must be able to work in the Visit Santa Barbara office at least three days per week and be available to work in person on other days when required
- Must have California driver's license and auto insurance
- Must have use of vehicle for Visit Santa Barbara business
- Must be able to lift up to 40 lbs. and transport VSB equipment and materials for use in VSB programs
- Work hours may vary; must be available to work occasional evenings and weekends if needed

**DESIRABLE:**

- Proficient in CRM (customer relationship management) database software or experience with databases
- Proficient in using shared files in SharePoint
- Familiar with media monitoring software, such as Cision
- Strong media relations skills
- Proficient in Associated Press (AP) style and editorial best practices
- Relationships with media at national or regional travel outlets, lifestyle outlets and/or local news outlets
- Familiar with the Santa Barbara South Coast tourism industry

**COMPENSATION/BENEFITS AND CLASSIFICATION:**

Visit Santa Barbara currently offers flexible work options (up to two remote days per week). This is a temporary, part-time, position based in Santa Barbara, California for a minimum of 20 hours per work through December 2026. Hourly wages are \$35 to \$44, commensurate with qualifications and relevant experience.

**TO APPLY:**

Please submit your cover letter, resume and writing samples (professional PR or marketing examples preferable; could include work from internships, school) to Margie Cantu, [margie@newlevelresources.com](mailto:margie@newlevelresources.com)

To learn more, visit **SantaBarbaraCA.com**.

**EQUAL OPPORTUNITY EMPLOYER**

Visit Santa Barbara is an Equal Opportunity Employer and is committed to fostering an inclusive workplace. Employment decisions are made without regard to race, color, religion, sex, national origin, age, disability, genetics or any other characteristic protected by applicable federal, state or local law.

*Please note that we are not accepting in-person or phone inquiries regarding application status. Only candidates selected for further consideration will be contacted.*