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## Communications Manager

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Travel Tacoma + Pierce County is the accredited destination marketing organization for Pierce County, Washington. Its mission is to deliver tourism to Pierce County, through sales and marketing efforts, with an impassioned, fearless and creative team.

Travel Tacoma is a highly-visible organization with a fast-paced, dynamic and collaborative work environment.

Travel Tacoma is seeking an experienced content marketer, to share the story of Tacoma and Pierce County online and in print through creative story-telling, using tools such as compelling lists and appealing, intuitive content for a variety of audiences.

### **JOB DESCRIPTION**

The Communications Manager reports to the Vice President of Marketing and is responsible for developing Travel Tacoma's online multimedia content strategy to promote the region and further the reputation of Tacoma and Pierce County as a prime destination for leisure travelers.

The Communications Manager is the primary writer, editor and content marketer for Travel Tacoma, and supports Marketing, Sales and Business Development departments with these skills. This position also serves a key public relations function with journalists, travel writers and tour operators.

### **RESPONSIBILITIES:**

- Manage content marketing strategy and plans, including coordinating with internal and external teams.
- Design and present content in appealing, intuitive ways for a variety of audiences.
- Write, direct production of content, and collect content for portals, social media, blogs and websites.
- Work with PR firm and independently as needed to generate stories and features about destination leisure-related, and meeting-related topics and to meet department goals.
- Serve as Travel Tacoma's primary writer, editor and maintainer of organization's unified voice across multiple platforms.
- Manage media events as necessary.
- Develop annual corporate communications strategies to earn media coverage of the organizations impact on tourism. This includes distribution of local press

releases regarding personnel changes, Travel Tacoma news and events, issues affecting local tourism, etc. to local and trade media.

- Craft, and package destination content to be pitched or distributed to tourism related publications.
- Develop and implement voice, tone content and strategies for representing Travel Tacoma on social media, and across various platforms.
- Create annual email marketing plans and strategies to increase user interaction and grow distribution lists.
- Manage content, design and distribution of monthly Tourism Talks e-Newsletter, and quarterly Visitor Newsletter for desktop and mobile.
- Implement social media strategies on Facebook, Twitter, and LinkedIN. Research new social media opportunities.
- Administer relationships with vendors/partners.
- Work collaboratively with Travel Tacoma + Pierce County partners to promote regionalism in Pierce County.
- Manage, Maintain and distribute destination press kits.
- Provide timely monthly progress reports on communications and website activities.
- Build, maintain and record media contacts and key media coverage in CRM databases.
- Coordinate and host familiarization tours for media and tour operators.
- Gather information and report on goal, and performance progress for monthly reporting.
- Additional duties as needed.

#### **QUALIFICATIONS:**

- Three years of experience in pitching stories or writing press releases for media and knowledge of PR standard practices.
- Three years' experience in writing for web and online media.
- One year or more experience with online content marketing, or other relevant experience.
- Comprehension of social media universe including but not limited to Facebook, Twitter, LinkedIN and YouTube.
- Solid knowledge of AP Style and Public Relations industry standards/trends.
- A bachelor's degree in communication, public relations and/or marketing is preferred.
- Experience in event planning is a plus.
- Excellent communication, organization and presentation skills.
- Fluent in English – excellent written and verbal communication skills.
- Ability to work with varied individuals, groups and teams, multi-task and prioritize.
- Ability to develop and implement plans and projects.
- A personal commitment to excellence, professionalism and creativity.
- Proficient in computer skills.
- Strong detail orientation.
- Experience or interest in tourism and basic knowledge of the destination.
- Must have a valid driver's license.

**COMPENSATION**

Dependent upon experience and skills.

**To Apply:**

Interested in joining our dynamic team?

All applications are due on or before **Nov. 2, 2015**.

All candidates will be required to undergo skills testing and must consent to and pass a background check.

To apply, please send a cover letter outlining salary expectations and resume to **claire@traveltacoma.com**