

Vice President, Communications

Position Summary:

In accordance with Visit Anchorage mission, this position works under the direct supervision of the President & CEO to manage the development and implementation of communications programs that promote Anchorage and the tourism industry to local, national, and international audiences.

Leadership Requirements:

As a member of Visit Anchorage Leadership Team, you are required to model the following traits in every aspect of your job performance and professional conduct.

- Foster and maintain open communication and collaboration with Leadership Team members. This means taking a positive, proactive approach to find mutually acceptable solutions and being open to new ideas, creativity and change. Actively engage in the exchange of ideas, maintaining constructive relationships with all Leadership Team members.
- Lead by example. This means fostering professional growth and development of your staff as well as serving as an example of appropriate and ethical conduct to our members, staff and the public.
- Maintain a high standard of professional ethics and conduct at all times. This means while performing your job, you are expected to adhere to Visit Anchorage policies and act as an ambassador.
- Treat all ACVB staff, Board of Directors, members and volunteers with dignity and respect at all times.
- Support and uphold the policies, procedures and Bureau business plan as directed by the President & CEO and Board of Directors. This means “walking the talk” and serving as a model of Visit Anchorage’s way of doing business.
- All business decisions, professional dealings and activities will be conducted with the best interests of Visit Anchorage in mind and not based on individual or departmental interests. This includes interactions with staff, Leadership Team members and members, as well as promoting the positive image and success as a whole in all your work related activities.

Essential Job Functions:

- Collaborates with Leadership Team to create and implement highly effective commerce and marketing programs, to include aspects of PR, advertising, web-site and publications
- Develops strategic marketing and communications plans based on research and board direction
- Maintains crisis communications plan and liaisons with Anchorage Emergency Operations Center
- Supervises the writing and production of the Official Guide to Anchorage, *Local Flavor!* Official Restaurant and Entertainment Guide, Anchorage Meeting Planner Guide, membership newsletter and other high profile print or online publications
- Oversees Visit Anchorage’s fulfillment plan outside distribution of the Official Guide to Anchorage

- Oversees all aspects of Visit Anchorage’s website, Internet and e-marketing marketing programs and publications
- Oversees a variety of graphics and public relations projects under a variety of deadlines
- Supervises art/photography selected for publications and multi-media assets
- Directs a pro-active outreach program to travel editors and writers to promote Anchorage
- Manages local/regional media relations program
- Develops and fosters relationships with tourism-related associations and organizations, including Alaska Travel Industry Association, Alaska Division of Tourism, the CVBs across Alaska, U.S. Travel Association, etc.
- Manages instate, national and international advertising that highlights Anchorage as a must-see visitor destination
- Supervises, trains and delegates to Communications Department staff; responsible for leadership, reviews and other administrative details necessary to effective management
- Works with President and Controller to develop and manage the Communications department budget
- Conducts special projects as assigned by President/CEO and Board
- Manages Big Wild Life™ brand management
- Presents to Board of Directors, members and other stakeholders
- Serves as spokesperson when President & CEO is unavailable

Essential Knowledge, Skills, and Experience:

- Four-year degree in communications or related field and at least five years of senior level communications experience in tourism or equivalent combination of education and experience; Alaska experience preferred
- Demonstrated strategic thinking and research-based planning experience
- Working knowledge of consumer marketing, e-commerce, wholesale packaging and database management as applied to market development
- Proven sales skills, customer service skills and a thorough knowledge of the travel industry
- Proven leadership skills and the ability to motivate and supervise subordinates
- Requires flexibility to manage the complex coordination of multiple department and Bureau projects
- Excellent oral communication skills to speak one-on-one or to groups, staff, vendors, printers, members, Board of Directors and the media
- Ability to present Anchorage destination product information clearly, confidently and with enthusiasm, determining audience level (staff, trade, consumer, member)
- Exceptional writing skills, both creative and technical, including ability to compose, edit and proofread publications, business correspondence and reports
- Ability to exercise creative judgment under pressure
- Demonstrates high level of attention to detail
- Proficient decision-making and conflict resolution skills, as well as creative problem solving skills necessary
- Ability to travel extensively
- Proven experience in highly detailed reporting
- Complex people interaction and sales/marketing skills to book business including direct, indirect and telemarketing, as well as proven supervisory skills
- Analytical ability necessary to use bureau destination software, as well as creation and review of complex spreadsheets, dashboards and reports
- Ability to manage multiple projects, to work independently and to use time effectively
- Flexible and able to work unusual hours as needed for special projects, journalist assistance, crisis, etc.
- Experience in development and implementation of marketing budget and business plan
- Experience in successful collaboration with other departments to create an integrated approach for destination marketing and promotion
- Proven ability to develop and utilize e-marketing and/or Web-based tourism marketing programs resulting in increased market share and penetration and/or creation of new market niches

- Experience participating in and designing research projects; analyzing trends in the group, international and consumer markets and utilizing information in meeting marketing objectives; utilize market research to develop relationships with existing and potential members to promote Anchorage as a visitor destination
- Proven experience in maintaining ongoing positive interaction with the local government, to include being actively involved in city development discussions; ensure Bureau positions on tourism are recognized; experience in networking on behalf of the President & CEO with the destination's civic, corporate, educational leadership
- Extensive knowledge and experience in destination wholesale packaging and promotion