



## **Assistant Director of Communications**

### **Job Summary:**

Visit Annapolis & Anne Arundel County (VAAAC) is seeking an Assistant Director of Communications. This position is a key player in executing comprehensive communication strategies that align with the organization's strategic plan. This role is responsible for implementing innovative public relations and communication programs to elevate Visit Annapolis & Anne Arundel County as a premier tourism destination. This position reports to the Senior Director of External Relations.

### **Key Responsibilities:**

#### **Public Relations:**

- Develop and implement strategic public relations initiatives to cultivate relationships with journalists, generating earned media exposure that effectively promotes our destination's narrative to key markets.
- Serve as the organization's media spokesperson at press conferences, live and recorded interviews, in-studio appearances, and other opportunities.
- Prepare and manage press engagements ensuring appropriate representation.
- Monitor press coverage and produce digital press clippings for monthly, quarterly, and annual reporting.
- Craft and edit press materials including alerts, releases, fact sheets, support letters, advertising copy, talking points, and speeches.
- Develop and pitch newsworthy stories and press releases to maximize engagement.

#### **Communications:**

- Oversee the Visit Annapolis & Anne Arundel County industry website and media page.
- Support copywriting, proofreading, and execution of communication initiatives.

### **Community Relations:**

- Partner with tourism industry organizations to enhance public relations exposure and stimulate travel and tourism to the Chesapeake Bay Region, Greater Baltimore/DC, as well as the overall destination.
- Represent Visit Annapolis & Anne Arundel County at trade shows, familiarization tours, PR missions, networking events, and media marketplaces.
- Foster relationships with local media and community organizations to increase awareness of tourism's economic impact and its benefits to the community.
- Other duties as assigned.

### **Qualifications:**

- A minimum of five years of professional experience in communications, journalism, public relations, tourism, or marketing.
- Exceptional written and oral communication skills, proficient in AP style.
- Proven expertise in media and public relations, with a track record of achieving key performance indicators in media exposure.
- Willingness to travel throughout Annapolis and Anne Arundel County, as well as outside the destination for national trade and media shows.
- Proficiency in various software and technologies, including Microsoft Office, CRM/CSM (Simpleview), Meltwater, PowerPoint, Canva, etc.
- Familiarity with tourism and hospitality assets in Annapolis and Anne Arundel County is preferred.
- Accreditation in Public Relations or similar certifications is a plus.
- Bilingual candidates are encouraged to apply.

### **Salary & Benefits:**

This full-time, exempt position offers a hybrid schedule and a competitive starting salary ranging from **\$65,000 – \$75,000** based on experience. In addition, VAAAC offers generous benefits, including 20 PTO days, 13 floating holidays, employer-paid (individual) health, vision, and dental benefits, 401(k) plan with 5% match (after 90 days), basic short-term disability and life insurance benefits (after 90 days), Employee Assistance Program, parking benefits and professional development.

### **To Apply:**

Please submit a **resume, cover letter, and response to the following writing prompt** to [HRapplications@visitannapolis.org](mailto:HRapplications@visitannapolis.org) indicating “**Assistant Director of Communications**” in the subject line.

**Writing Prompt:**

In 400-500 words, describe a public relations campaign you would develop to promote an upcoming event in Annapolis or Anne Arundel County. Highlight your approach to storytelling, media outreach, and community engagement for the following:

Imagine you are tasked with increasing media coverage for Visit Annapolis & Anne Arundel County during the off-peak travel season. In 400-500 words, outline your strategy for securing media attention, including the types of stories you would pitch, target outlets, and how you would engage local stakeholders to boost visibility.