

HALIFAX AREA ADVERTISING AUTHORITY

POSITION DESCRIPTION

Job Title: Communications Specialist
Name:
Department: Communications
Reports to: Director of Communications
Status: Exempt
Date: JUNE 2022

Job Description: Execute effective consumer, industry and community communications that support the CVB brand message and goals. Produce copy for CVB website and assist with content for marketing vehicles and collateral. Manage approved CVB editorial calendar, ensuring integration with marketing campaigns and social media calendars. Support CVB social media platforms by monitoring tourism partners and industry trends and assisting by providing content to marketing that drives engagement across all social media platforms. Assist in identifying and cultivating media relationships, pitches, and hosting press visits.

AREAS OF PRIMARY RESPONSIBILITY AND FOCUS:

- Develop and execute a community relations outreach plan to inform residents on the importance of tourism and the various events and tourism assets available
- Produce content for consumer and industry eNewsletters, blog content and other CVB editorial initiatives, and support marketing with content that ensures brand and destination consistency and delivery
- Produce timely and informative industry communication on CVB-related opportunities and activities
- Provide promotional support and communication for local festivals and special events
- Manage the CVB editorial calendar and develop content that results in favorable destination coverage in key markets while ensuring integration with marketing's media plan and social media calendars. Execute every opportunity to cross promote, increase brand reach and help grow a following on all channels.
- Assist in ensuring content on CVB and industry websites remain current and accurate.
- Manage CVB event calendar
- Manage and add to the CVB's photo and video libraries
- Assist in developing comprehensive media lists and focused pitches; respond to press inquiries and in host travel media in-market
- Assist with media relations and crisis communications, serving as back-up for director of communications

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- BS or BA degree in Communications, Public Relations, Journalism or Marketing required
- Three years destination tourism communications experience preferred
- Experience with, and demonstrated proficiency in, web-based customer relationship management (CRM) and content management systems (CMS) preferred
- Demonstrated proficiency in Microsoft Office required
- Experience working with Adobe and other design/video software preferred
- Working knowledge of social media channels and web-based management platforms
- Competency to manage multiple tasks and meet deadlines, set priorities and determine objectives and strategies to achieve them
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work effectively with all organizational levels
- Ability to work independently and exercise good judgment with exceptional attention to detail
- Positive, professional, "can do" attitude and ability to excel in fast-paced environment

ENVIRONMENTAL CONDITIONS:

- Office will be considered 126 E. Orange Ave, Daytona Beach, FL 32114 and Volusia County.
- Limited weekend and evening hours to be required.
- Frequently work at fast pace with unscheduled interruptions.

PHYSICAL DEMANDS:

- Ability to lift up to 25 pounds occasionally.
- Ability to drive own vehicle as required to perform essential job functions.

COMPENSATION:

- Salary is commensurate with experience.
- Benefit package available first of the month following ninety (90) days of continuous full-time employment.

Changes: *This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.*

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The Daytona Beach Area Convention and Visitors Bureau is an Equal Opportunity Employer.