

Do you have a passion for Durango? Do you enjoy showing friends and family cool things in the area, including secret trails and off-the-beaten-path attractions. ? Do you have an eagle eye for editing and grammar mistakes bug you? Are you excited to explore the industry’s next social media channel? Are you always happy to lend a helping hand, no task is too small or too large for you to tackle? If so, this position is for you!

JOB TITLE: <u>Communications & PR Manager</u> SCHEDULE: <u>Full-Time M-F - Exempt</u>	REPORTS TO: <u>Sales & Marketing Director</u> LOCATION: <u>Durango, CO</u>
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Visit Durango is the official destination marketing & management organization of Durango and La Plata County. Our mission is to promote the Durango brand, to create demand in visitation, increase overnight stays in Durango and La Plata County, to support a positive visitor experience; and to drive economic impact for the benefit of visitors and local stakeholders.

Visit Durango is looking for an experienced Communications & PR Manager that is collaborative, creative, and a team player. We are a small tourism organization that strives to provide a culture that is supportive, fun, inclusive, and finds opportunities for growth and learning. And we love dogs! They’re invited to join you in the office.

POSITION OBJECTIVES

- Manage PR relationships with media, influencers and news outlets
- Compels members of local, national and global media to create content about Durango & La Plata County tourism
- Create and oversee organic social media content
- Manage editorial calendar and create content for blogs
- Create informative and interesting press releases, press kits, newsletters, and related marketing materials
- Develop and implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction
- Work with the Sales & Marketing team to generate new ideas and strategies
- Supervise and edit all communications to guarantee all content is publication-ready
- Create and execute crisis communications plan
- Respond to communication-related issues in a timely manner
- Create media FAM tours in partnership with La Plata County tourism stakeholders and serve as an expert tour guide for visiting media
- Prepare detailed media activity reports

ESSENTIAL SKILLS & EXPERIENCE:

The successful candidate will have a passion for Durango and be committed to Visit Durango’s values and mission. The ideal fit will be an innovative wordsmith who is excited to learn and has a positive, can-do attitude!

- A minimum of 4 years' experience in a similar role
- Outstanding verbal and written communication skills, detail and accuracy-oriented
- Existing relationships with travel media and/or La Plata County's local news outlets a plus
- Excellent verbal and written communication skills, including ability to effectively communicate with internal and external customers
- Excellent computer proficiency
- Ability to take initiative and effectively adapt to change
- Ability to work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, and standard accepted practices
- Ability to interpret and integrate data into action and measurement
- Tourism industry experience preferred
- Bachelor's degree in communications, journalism, public relations, English, tourism, hospitality management or relevant field
- Proven experience creating targeted content is advantageous
- Strong knowledge of communication practices and techniques including AP and/or Chicago Style Standards
- Must be able to multitask and work well under pressure
- Excellent organizational and leadership abilities

EMPLOYMENT PACKAGE:

Pay Range: \$44,000 - \$52,000 annual salary (DOE)

Generous benefits including:

- Health, Vision, Dental, and Short-Term Disability
- 17 Days of Vacation + Holidays + Sick/Personal Days

WORK ENVIRONMENT:

Candidate must be based in southwest Colorado and able to commute to Durango office five days per week. Must be able to focus in an open work space. Position requires hearing, talking, sitting, standing, walking stairs, lifting 25 lbs. or more. This position involves national travel and travel with personal vehicle within La Plata County.

To apply, send a cover letter, resume, and two writing samples to: careers@durango.org by March 14th, 2021.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as established to meet the ongoing needs of the organization.

Visit Durango is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status or status as a U.S. Veteran.