



Mississippi Gulf Coast Regional Convention and Visitors Bureau
d.b.a. Coastal Mississippi

JOB TITLE: Director of Communications & Engagement

DEPARTMENT: Communications & Engagement

SUPERVISOR: Executive Director

GENERAL JOB DESCRIPTION

Directs and manages the Public Relations and Communications efforts and initiatives for Coastal Mississippi by developing effective external communication strategies, building brand recognition and awareness with new and existing audiences, and engaging with key stakeholders.

DUTIES AND RESPONSIBILITIES

- Develop and execute organization's annual Communication & Engagement Plan, using effective key messaging to clearly communicate the impact of the tourism economy in Coastal Mississippi
- Oversee implementation of departmental strategies, including but not limited to regional and national travel media relations and effective social media strategies
- Manage accounts with public relations and social media agencies of record to ensure execution of organizational goals
- Foster positive, engaging relationships with community leaders, key stakeholders, and experts to ensure informed alignment throughout the tri-county region
- Develop crisis communications plans, working with leadership team to develop response on behalf of Coastal Mississippi when necessary
- Develop and maintain annual budget for department
- Create monthly reports for Board of Commissioners and Marketing Committee to demonstrate progress of departmental goals.
- Maintain positive working relationships with members of the media.
- Create monthly CEO newsletter for industry partners.
- Assist in the creation of tactical deliverables, such as graphics, blogs, magazine articles and social media content.
- Perform other related duties as required.
- Travel as needed.

QUALIFICATIONS FOR THE JOB

- Bachelor’s degree in communications, public relations, journalism, or a similar degree. Master’s degree a plus.
- 3-5 years professional experience in communications or related field.
- Professional experience within destination marketing or tourism a plus.
- Experience with graphic design.
- Strong knowledge of Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, etc.).
- Experience with developing and managing budgets.

KEY COMPETENCIES

- Highly self-motivated worker with an ability to manage multiple projects in a timely and cost-effective manner.
- Experience in stakeholder / community management.
- Displays strong leadership abilities, actively fostering creative, collaborative environments.
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
- Ability to understand and adopt relevant information quickly and easily.

Approved By: _____
Signature Date

Date Last Reviewed: _____

Last Reviewed By: _____