

Position Title: Communications Specialist
Reports To: Public Relations Manager
Department: Marketing Communications
Job Status, Classification: Full-time Regular, Non-Exempt

Position Summary

This Communications Specialist handles the tactical development and implementation of communications initiatives, in support of the Marketing Communications Team, that inspire visitation and generate awareness of Monterey County as a premier travel destination. This position provides general support for earned media programming and communications to ensure positive outcomes.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful team member
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest and accountable
- Positively contribute to the team culture
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative, strategic and outside the standard reporting metrics
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization
- Create and execute plans that are a clearly defined road map to achieve the targeted goals of the organization

Role and Responsibilities Overview

- Researches, writes, edits and proofreads copy for advertorials, press releases, blog posts, website content, etc. that promote the destination
- Participates in planning and logistical coordination of media familiarization (FAM) trips (domestic and international) and escorts media on FAM trips when PR Manager is unable
- Coordinates digital influencer program, working with Digital Marketing Specialist on owned channel content development
- Assists Public Relations Manager with various internal/external written correspondence and presentations
- Works with Digital Marketing Specialist on the updates of media relations microsite on SeeMonterey.com
- Tracks expense budget related to responsibilities
- Maintains media contacts and member information in databases
- Regularly submits content ideas to Visit California, Central Coast Tourism Council and other requests
- Supports Public Relations Manager in responding to media requests, providing timely and accurate responses

- Tracks and reports earned media results and activity in accordance with the strategic initiatives of the organization
- Regularly communicates with local partners, businesses and industry stakeholders
- Fulfills photo and video requests from media, tracks usage and licensing
- Coordinates welcome bags/amenities for media and prepares media kits
- Supports events, promotions and activations
- Works with external resources including PR Agency to complete assigned projects
- Creates internal process efficiencies and improves value for stakeholders
- Contributes to our safe, healthy, positive and harmonious work culture and environment

Supervisory Responsibility

This position has no supervisory responsibility.

Other Duties

Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Expected Competencies

- Strong organizational skills with superior attention to detail
- Excellent writing and editing skills, with knowledge of AP Style
- Ability to prioritize, multitask and meet deadlines in a fast-paced environment
- Excellent relational skills and professional approach to working with a wide variety of stakeholders and journalists/influencers
- Excellent verbal communication skills
- Project management and planning skills
- Critical thinking skills with sound independent decision making and problem solving abilities
- Creativity and ability to turn ideas into results
- Willingness and ability to learn and grow within the organization
- Results driven, proactive and able to work independently and in groups
- Ability to maintain a positive attitude and thrive in a fast-paced work environment
- Ability to oversee and execute projects with minimum amount of supervision
- Ability to recognize and maintain confidentiality of information
- Ability to work special events/host media, evenings and weekends as assigned

Desired Education and Experience

- Four-year college degree in a communications discipline such as English, journalism, public relations or related field, and/or equivalent combination of experience, education and training

- Experience in developing marketing communications initiatives/programs, including public relations, corporate communications and/or PR agency experience
- Knowledge of AP Style and media monitoring/database platforms like Cision
- Proficiency in Microsoft Office products including Word, Outlook, PowerPoint and Excel; proficiency in both PC and MAC environments; familiar with cloud computing environments
- Experience working with budgets
- Knowledge of Monterey County
- Prior travel and tourism experience

Work Environment

This position operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

Physical Demands

This is largely a sedentary role with extended time sitting at and using a computer including keyboard and mouse. Some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events and hosting media that occur after hours may be required occasionally.

Travel Expectation

This position may require up to 20% local travel.

Additional Expectation

Ability to maintain an excellent attendance record.

MCCVB offers a comprehensive compensation and benefits package including paid time off, paid holidays, 401k plan and group health, dental, vision, life and long-term disability insurance coverage. If you are interesting in joining our team, please send your cover letter and resume to HR@SeeMonterey.com