

# Visit Pensacola

## Job Description for Marketing & Communications Manager

**Job Title:** Marketing & Communications Manager  
**Reports To:** Director of Marketing and Communications (DMC)  
**Department:** Marketing  
**Status:** Exempt, Full Time, VP office

**Summary:** This position will assist the Director of Marketing and Communications in Public Relations and Marketing strategic planning and implementation.

### Essential duties will include but are not limited to:

- Local Awareness/Corporate Communication
  - Develop and assist DMC in implementing a strategic corporate communication plan including press releases, community events, sponsorships, local media
  - Increased involvement in National Travel and Tourism Week
  - Strategic community service campaign for Visit Pensacola and the hospitality industry
  - Plans and participates in local awareness events
- Destination Marketing and Public Relations
  - Develop, manage and implement a destination marketing communication plan including press releases, events, sponsorships, and out of market media
  - Copywriting and messaging
  - Assists the DMC on media events both in and out of the market
- Strategy, Project Development and Management
  - Content planning with agencies/vendors
  - Communications plan including corporate, consumer and crisis
  - Oversees, writes, edits blogs on the website
  - Oversees local guide program and influencer relations
- Public Relations
  - Assist DMC with media requests; answering questions, sending information and photos, and connecting people and businesses that can assist in creating the best story possible
  - Proactively pitch story ideas to DMC targeting journalists and publications
  - Network with media in different markets to promote Escambia County
- Develop, edit, and analyze the stakeholder and consumer newsletters
- Responsible for the strategy and execution of Social Media Channels
  - Oversee and supervise the Social Media and Content Associate
  - Report to DMC on the success of social media platforms
  - Develop strategy for Visit Pensacola platforms

Assists the Digital Web Manager in website editing and development

- Assists in writing and editing content
- Content Strategy

- SEO Strategy

Assists Sales and Services Department

- Works with the sales and services team to engage with all partners across social media. This may include but isn't limited to on the ground coverage such as Instagram stories / Facebook lives, and produced content
- Works with sales and services team on special projects for content needs such as National Travel and Tourism Week, Destination Sales content pieces, etc
- Incorporates partners into blogs and website content when appropriate
- Logs and reports on all partner engagements within the CRM database

Professionally represent Visit Pensacola at various meetings, receptions and events during regular business hours as well as evenings and weekends both locally and outside of our market as required.

Work at a high level providing quality service to stakeholders and clients that fosters credibility, trust and support for Visit Pensacola initiatives.

Improve processes and policies in support of organizational goals.

Adhere to rules, regulations and procedures.

Demonstrate the virtues of a hard worker, team player, and problem solver. Show initiative and flexibility as a self-starter and possess strong communication skills often associated with a people person.

Other duties as assigned.

**Career Ladder:**

This position could lead to a Marketing Analyst or Director of Marketing & Communications position within Visit Pensacola.

**Competency:**

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

Design - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development

opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Team Work - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Delegation - Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Inspires respect and trust; Accepts feedback from others; Provides vision and inspiration to peers and subordinates; Gives appropriate recognition to others; Displays passion and optimism; Mobilizes others to fulfill the vision.

Visionary Leadership - Displays passion and optimism; Inspires respect and trust; mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals;

Completes tasks on time or notifies appropriate person with an alternate plan.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.

**Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education/Experience:**

Bachelor's degree (B. A.) from four-year College or university; or five to seven years related experience and/or training; or equivalent combination of education and experience.

**Language Ability:**

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format.

**Math Ability:**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**Reasoning Ability:**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills:**

To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Development software; Design software; Internet software and Project Management software.

**Certificates and Licenses:**

No certifications needed

**Supervisory Responsibilities:**

This position has supervisory responsibilities for the Social Media & Content Associate.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. While performing the duties of this Job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to sit; reach with hands and arms and stoop, kneel, crouch, or crawl. The employee is occasionally required to climb or balance and taste or smell.

**Activity Measures:**

Key Performance Indicators (KPI) will be defined for each staff position and reviewed with employee to establish priorities and measure success.