



## **JOB DESCRIPTION**

<b>Posted Date</b>	<b>January 13, 2021</b>
<b>Job Title:</b>	<b>Vice President of Communications &amp; Public Relations</b>
<b>FLSA:</b>	<b>Full-time, Exempt</b>
<b>Reports to:</b>	<b>President &amp; CEO</b>
<b>Department:</b>	<b>Communications</b>
<b>Annual Salary:</b>	<b>\$85K-\$100K, DOE</b>

### **Primary Objective**

The Vice President of Communications will be a visionary leader who will skillfully plan and craft Visit Salt Lake (VSL) messaging and storytelling efforts by targeting international, national, and local audiences through a wide variety of strategies focused on key target markets for Leisure Travel and Meeting & Conventions.

### **Responsibilities**

- Primary leadership responsibilities for creating and implementing an annual strategic plan to advance Visit Salt Lake's brand through internal and external communications and public relations activities, working in concert with all departments
- Elevate the brand of VSL through compelling storytelling via earned media, speeches, press releases, membership communications, content for annual meetings, board meetings, annual report, and more
- Create and implement internal communications standards and best practices to ensure important, consistent, and timely information is conveyed across the organization
- Oversee annual communications budget to measure return on investment and align department goals with goals of the organization
- Support management team and board of directors
- Take initiative and bolster trust and confidence within Visit Salt Lake, with governmental agencies, members, and key stakeholders
- Develop programs and opportunities for CEO and key leadership to present across multiple channels
- Provide expertise and strategic support to conventions and meetings relating to their local media outreach efforts
- Interface with a wide breadth of internal and external partners to develop network, promote the VSL brand and build mutually beneficial strategies
- Anticipate sensitive issues, provide counsel and planning for handling crisis communications, and serve as the frontline spokesperson as needed
- Direct new brand rollout relating to communication development, stewardship, and promotion

### **Job Duties**

- Ideate and implement annual communications strategic plan and campaigns, set, articulate, and manage key performance indicators (KPIs) for department success

- Ensure the Communications Department has a real time, comprehensive understanding of ongoing and season-specific activities, and identify and cultivate media outlets to raise awareness of prioritized activities
- Develop comprehensive crisis management plan
- Identify key story lines and pitches pertinent to national consumer press; meetings and convention professionals; and local government, business leaders, and residents
- Curate responsive and constructive relationships with local, national, international and industry media contacts – with an emphasis on Tier One media and freelance writers
- Create editorial calendars for media targets and pitching
- Define key performance indicators and develop and oversee frequent reports and analytics to measure successes against organizational objectives
- Direct the creation and tracking of all PR and communication campaigns, media targets, journalist hosting FAMS and resulting media on Simpleview CRM software and other reporting software as needed
- Work with Community & Partner Development Team to elevate stories on municipality and member offerings and successes
- Collaborate with Community & Partner Development Team on onboarding process and tools for new members and for board members
- Generate seminars and primers on best public relations package for members to teach them how to elevate their messaging and presence in the market
- Prepare and disseminate regular progress reports, key successes, and briefing reports to Board of Directors, President & CEO, and department VPs, staff, and members (working to support the Membership Department)
- Continually research ways to show a return on investment to legislators, county government, members, stakeholders, and the public
- Institute company-wide brand standards and usage guides
- Creatively direct all aspects of the new VSL Media Center including supervision of in-house, member, and partner opportunities, overseeing on-going editorial calendar and curating scripts and topline messaging that fully support VSL's mission and goals
- Supervise media training and messaging to prepare executive management for public appearances and media interviews
- Support internal communication projects, including employee relations, general internal company communications that assist in shaping company culture and engagement
- Manage, motivate, train, and brainstorm with in-house communications team
- Assess industry and local awards opportunities and actively submit nominations
- Other duties as assigned

### **Working Relationships**

Reports directly to the President and CEO. Supervises Communications Director and interfaces regularly with Department Vice Presidents, and Board of Directors

### **Qualifications**

- Bachelor of Science or Arts degree in marketing, communications, or public relations
- Minimum of 10 years' experience in the marketing and communications field, demonstrating leadership abilities
- Energy, drive, and enthusiasm to think strategically, solve problems creatively, and to recognize and act upon opportunities quickly
- Talent and experience to translate complex strategies into compelling messages and articulate stories in the context of broader trends
- Extensive network of media connections and relationships
- Strong decision-making capabilities, able to make complex decisions under pressure

- Positive, proactive, solutions-oriented disposition with exceptional ability to collaborate with all levels of staff, across all departments in the organization
- Excellent storyteller with a positive, can-do attitude, who will bring fresh ideas and innovative approaches to the group
- Demonstrated experience developing and implementing strategic communications plans
- Proven ability to independently plan, implement, manage, and execute multiple projects simultaneously and effectively coordinate teams and leverage support internally and externally
- Established experience and success in pitching media and building strong media relationships
- Excellent project management skills, including projects with outside vendors
- Strong, writing, editing, communication and presentations skills
- Deep knowledge of Salt Lake's tourism, outdoor/ski, government, hotel & lodging, restaurant, cultural offering and attraction products and an extensive network of contacts within these
- Demonstrated working knowledge of Microsoft Office, Adobe Creative Suite, CRM Software, and virtual collaboration platforms
- Ability to lead teams and facilitate meetings
- Excellent writing skills and attention to detail
- Must have flexibility to occasionally work non-standard hours, including evenings and weekends as required for media events, media opportunities and evening functions with partners

### **Application**

Submit cover letter, resume, and salary requirement to Steve Gertsch: [sgertsch@visitsaltlake.com](mailto:sgertsch@visitsaltlake.com) by January 20, 2021.

***Final candidates will be subject to a background and reference check. E/O/E***