

VISIT

# THE NORTHSHORE

LOUISIANA'S *Easy* ESCAPE



## **Communications Manager**

**Department:** Marketing & Communications

**Reports to:** Chief Marketing Officer

**Position Summary:** The purpose of this position is to promote and market St. Tammany Parish, The Northshore as a vibrant and welcoming tourism destination through external communications, public relations, and social media. The Communications Manager's primary duties will include media relations and outreach, proactive story pitching, social media management and content curation. All members of the Marketing and Communications team will take part in community relations and local awareness.

### **Essential Duties:**

Manage the development and implementation of strategic external communications and social media initiatives as directed by the CMO.

Serves as media spokesperson as needed on crisis/emergency matters, overall performance of marketing campaigns, communication on industry partners, annual and seasonal events, and general Visit The Northshore marketing efforts.

Draft press releases, media advisories, and respond to media inquiries.

Develop key messages, talking points, and speech materials for executives and spokespeople.

Maintain and update media press kits and appropriate media lists.

Manage communications with Public Relations firm and fulfill all media requests.

Provide and write editorial content for various media outlets and supply image collections as needed.

Generate earned media about destination and the organization by proactively pitching creative story ideas to national, regional, trade and local media outlets.

Manage PR efforts and attend media missions with state and local stakeholders.

Invite key journalists to visit the destination, plan itineraries, host media FAM tours.

Build all reports for earned media and social media coverage.

Contribute to the team content calendar in Microsoft Planner for all Visit The Northshore social media platforms and pitches to align with the marketing and communications goals and objectives.

Regularly create engaging, innovative, on-brand content for all Visit The Northshore established social media platforms.

Utilize CrowdRiff to display user generated content on Visit The Northshore channels.

Monitor and enhance the social media presence for Visit The Northshore and identify opportunities for growth campaigns with CMO and Marketing team.

Support event promotion and publicity through media outreach, press materials, and social media campaigns.

Listen, respond, ask questions, and engage the Visit The Northshore social audience, consulting with the CMO regarding messaging when appropriate.

Maintain a positive online presence and Visit The Northshore's reputation as a trusted resource.

Build and maintain relationships with industry partners including attractions, hoteliers, restaurants and retail establishments to further PR and social media efforts and build content.

As a representative of the Visit The Northshore brand, responsible for always providing professional and courteous service to media, industry partners, visitors, community members, and staff.

Effectively connect the brand promise, brand strategy, and brand position to communications and social media efforts.

Foster a positive and supportive internal communication culture that aligns with the organization's mission and values.

### **Additional Responsibilities**

Assist with the Digital Asset Management system as it pertains to image and video organization, tagging of images as needed, media partner logins and approval of asset download.

Assist with special projects or offsite marketing and promotional events.

Draft blogs as needed for VisitTheNorthshore.com in accordance with content schedule.

May have other duties as assigned.

**Requirements:**

- Degree in Communications, Journalism, Public Relations, Marketing, or related field preferred.
- Industry-related certifications a plus.
- Proven experience in developing and executing communication strategies.
- Strong writing, editing, and proofreading skills.
- Photography experience a plus.
- Excellent media relations skills and experience managing media inquiries.
- Experience in public speaking or serving as an on-air media spokesperson.
- Proficiency in social media platforms and content management systems (CMS).
- Experience with web and social media analytics platforms, as well as social media management systems (e.g., Hootsuite, SproutSocial, CrowdRiff)
- Experience with Simpleview CMS and CRM systems a plus.
- Experience with Microsoft 365 preferred.
- Experience with Muck Rack a plus.
- A positive, solutions-focused mindset that fosters teamwork and engagement, and encourages innovation in communication approaches.
- Ability to undertake multiple projects simultaneously and deliver consistent positive results with flexibility.
- Creativity and a proactive approach to problem-solving.
- High attention to detail and accuracy.
- Strong organizational and project management abilities.
- The office is located in Mandeville, Louisiana. The employee will be required to work both inside and outside an office setting. Must have reliable transportation to adequately promote St. Tammany Parish in all PR, Communications, and social media efforts.
- Must perform evening and weekend work on occasions, attend special programs, events, photoshoots, FAMS, press trips, and social content curation.
- May be required to travel.
- This employee may experience long periods of sitting or standing.
- Ability to lift 25 lbs.