



## Vice President of Public Relations & Communications

We are a reputable destination marketing organization with our corporate headquarters located in Huntington Beach, CA. Our company's strong culture, accessible leadership, and professional growth opportunities reflect our team's pride and accomplishments.

**The Company:** Visit Huntington Beach (VHB) is the official destination marketing organization for Huntington Beach, CA. A 501(c)(6) non-profit organization, its mission is to market and sell Huntington Beach's Surf City USA® brand experience as the preferred quintessential California beach destination leading to increased visitor spending and enhanced quality of life for residents. Its programs include marketing, advertising, media relations, group and travel trade sales, publications, information services, the Huntington Beach Film Commission, and the Huntington Beach Sports Commission.

VHB places an emphasis on teamwork; staff engagement and commitment; diversity, equity, and inclusion; professional development and accountability; community support; and sustainability. The small, but mighty, staff represents the best of Huntington Beach at a professional, high-quality, laid-back luxury level.

**The Position:** The position of Vice President of Public Relations & Communications is responsible for implementing a comprehensive and innovative public relations and communications program with targeted outreach to local, domestic, and international media to generate earned media coverage globally that drives demand for Huntington Beach as a travel destination. The Vice President of Public Relations & Communications works under the direction of the Chief Marketing Officer (CMO) and will collaborate and manage the Public Relations Coordinator.

### Responsibilities:

- Lead the development and implement media and public relations strategies to effectively tell the Surf City USA® story;
- Manage PR department KPI reports, budget, PR database (Simpleview), operating policies and procedures;
- Represent Huntington Beach at industry tradeshows, familiarization tours, PR missions, networking events, and media marketplaces; serve as primary contact in fielding media inquiries and influencer opportunities;
- Collaborate with Public Relations Coordinator on itinerary development and hosting media on press visits and site tours;
- Author and manage topical press alerts and releases, media e-newsletters, copywriting for SurfCityUSA.com website, online press room, digital press kit, in-house materials (presentations, reports, video), and other content development as needed;



- Identify thought leadership opportunities that deliver earned media coverage, writing OpEd pieces, support letters, talking points, scripts, and conducting media training and prep sessions in support of the external outreach activities of the VHB Leadership team;
- Stay current on local, regional, state, and national legislative issues impacting travel and tourism, and serve as a key internal resource in this area;
- Support local hotel and tourism partners with outreach and development of package promotion content for earned media and digital marketing use;
- Build and foster critical relationships with Visit CA, Brand USA, key outlets across media (print, broadcast, online) in major markets to raise destination awareness, pitch new angles & destination developments, and maximize message visibility;
- Liaison internally with other departments and externally with PR agency of record, City of HB/HBPD PIO, other partners and local communities to ensure successful communication of VHB messages;
- Serve as deputy to the CMO, partnering on external and internal communications strategies, crises, and reputation management, executive visibility, and messaging.

#### **Qualifications:**

- Four-year degree or equivalent work experience required. o Preferred fields of study: Communications, Tourism, Marketing, Public Policy, Business, Economics, or similar degree is required;
- Must have a valid Driver's License and auto insurance;
- Must have a valid passport;
- 5+ years' experience leading a communications strategy from goal setting through implementation and measurement;
- 2+ years' experience in crisis communication and reputation management with focus on strategy, execution and recovery;
- Management experience with focus on staff and outside contractors; and
- Experience in tourism and hospitality.

#### **Behavioral Competencies:**

- Quality of Work - Exceptional attention to detail, organizational, analytical, and time management skills.
- Resourceful and Adaptable - Multi-tasks and prioritizes in a fast-paced work environment. Excellent problem-solving skills.
- Excellent Communication Skills - Communicates clearly, concisely, and openly in all interactions.
- Customer Focus - Effectively deals with internal and external customers, with high levels of patience, tact, and diplomacy.
- Discernment - Ability to exercise sound judgment in decision-making.



- *Self-Improvement* - Must be self-directed, motivated, collaborative, and demonstrate intuitive customer service and interpersonal skills.

**Compensation & Benefits:**

- Market competitive salary;
- Health, Vision, and Dental Insurance;
- Flexible Spending Account (FSA);
- Retirement Plan with employer contribution and Life & Disability Insurance benefits;
- Paid Time Off, Vacation, and Holidays;
- Flexible schedule; and
- Modern, professional, Surf City USA® lifestyle office environment with standing desks and kitchen stocked with beverages and snacks.

**Job Type:**

- Exempt

**Salary Range:**

- Salary \$100,000 - \$110,000 per annum