



Director of Marketing and Communications

Travel Tacoma – Mt. Rainier Tourism and Sports is the only destination marketing organization (DMO) that markets the entirety of Pierce County which includes Tacoma, the surrounding communities, and the Mount Rainier area, as an overnight destination for leisure tourism, meetings and events, and sports.

Pierce County is one of only a handful of destinations throughout the world that contain the tourism trifecta of Mountain, City, and Sea:

- **Mountain:** Mount Rainier, a 14,410-foot iconic national-park-scale glacial volcano gives a stunning backdrop to everything in Pierce County.
- **City:** Tacoma, an international port city, leading as an art-first, mid-sized metropolis with an outsized offering of museums, performing arts, parks, restaurants, brewpubs, and culture. Surrounded by 23 other towns and cities with experiences ranging from small town Americana, a US Open international golf course, the State Fair, parks, festivals, gardens, and cultural interests.
- **Sea:** The Salish Sea, a saltwater haven of experiences that draws swimmers, paddlers, rowers, and boutique cruise ships but also those who prefer to enjoy the sights, sounds, and smells of the sea, from the land side of the shoreline.

Job Description:

The Director of Marketing and Communications oversees marketing, public relations, and corporate communications for Travel Tacoma. The Director of Marketing is also an advocate and ambassador of tourism, capable of giving compelling presentations to community stakeholders and showing the value and impacts that tourism has on this ever-emerging marketplace.

Job Responsibilities:

Develop, implement, and report on the execution of an annual marketing and communication plan based on Pierce County tourism assets, current economic indicators, and consumer travel and destination research, with the trackable business goal of increasing overnight tourism to

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Pierce County in a strategic and measurable way. Develop content to achieve the organization's goals and promote its mission.

- **Marketing**

- Oversee and manage Travel Tacoma's leisure marketing program, which includes digital marketing, social media, and email marketing, as well as occasional print and campaign-based opportunities. This may include managing multiple vendors within the marketing scope, such as a digital marketing agency, social media consultants, etc., while keeping all efforts focused on the organizational goal of generating hotel room nights.
- Craft compelling, newsworthy, relevant, SEO-optimized, and clear content for web, email, blog posts, social media and press releases. Create content that would have *you* hitting the "share" button. This position serves as the organization's day-to-day content creator, editor, and curator (when appropriate), and will also manage vendors in the process of developing and editing video and photo assets as necessary.
- In conjunction with the Sales team, collaborate to identify marketing opportunities to promote group business; develop marketing materials and communication as identified by the sales team; assist with email, newsletters, and social media marketing; provide ongoing marketing support to promote Pierce County and the Greater Tacoma Convention Center as a destination for meetings and events.

- **Communications**

- Oversee and manage Travel Tacoma's communications program, which includes public relations, media relations, corporate communications, and stakeholder relations.
- Develop and implement an annual plan to ensure placement of positive travel articles about Pierce County in regional and national travel media. This includes responsibility for conducting outreach to media to entice them to visit and write about Pierce County, and then planning itineraries for and managing the experience of incoming media, travel writers, influencers, etc. It also includes following up with media after visits to maintain relationships and ensure

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publication of coverage, and ensuring relevant stakeholders are sent coverage resulting from media relations efforts.

- Provide counsel to the President/CEO and staff on marketing and communications challenges and opportunities as they arise.
- Maintain strong relationships with Pierce County tourism stakeholders including hoteliers, restaurateurs, museums, attractions, event organizers, and other visitor-facing organizations. Economic development organizations throughout the county (EDBs and chambers), as well as city and county government employees and elected officials are also key stakeholders.
- Leverage partnerships with DMOs across the state, and statewide organizations such as Washington Tourism Alliance, Washington Hospitality Association, and other trade organizations.

Administrative

- Collaborate with the Travel Tacoma Sales and Executive teams to develop annual organization-wide marketing initiatives for funding applications, and submit them to funding bodies for review and approval. Report progress toward goals monthly and quarterly.

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

Qualifications and Skills

- Bachelor's degree or higher in marketing or a related field
- 5-10 years working experience in digital marketing and/or corporate communications, with a keen understanding of tourism, travel, or hospitality industries
- Budget management and financial planning, and adhering to budgets
- Proficiency in market research and statistical analysis, especially geolocation data
- Strategic planning for digital marketing, and experience managing comprehensive digital marketing services; including campaigns, email marketing, search engine and display marketing, and social media marketing
- Proven ability to work with broadcast and print media for message consistency and efficacy, and ability to train others to do the same

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- Demonstrated written communications proficiency
- Familiarity with managing content within CMS and contacts within CRM
- Proven ability to build rapport and create dynamic relationships
- Skilled at being resourceful and can adapt quickly when required
- Effective leader with good judgement and the ability to inspire and perform at optimum level
- Engage in high-level thinking and excellent at problem-solving
- Deep familiarity with Pierce County as a destination for tourism and recreation preferred.

Why You Want to Work Here

There are moments when DMO organizations have the combination of a talented and motivated staff, engaged partners and stakeholders and are actively creating new value within a thriving and emerging market, but are still innovating and looking for the next step. We're in that moment, and it's exciting.

The pandemic has had outsized impacts on the tourism and hospitality industry. We have remained steadfast in our role, have pivoted, adjusted and adapted, and are driving value through delivered tourism to our stakeholders.

As we charge ahead toward 2022, we are deeply engaged in challenging the status quo of DMO work. Constantly checking our blind spots, and aggressively looking for better solutions to the work we do.

We love a good challenge, we love to wear lots of hats, and we love to responsibly share what this great region has to offer. If you love this region, this is your chance to be an ambassador and show your pride. We want someone who shares our passion, can help expand on our vision, and is ready to grow with the destination.

Travel Tacoma – Mt. Rainier Tourism & Sports is an equal opportunity employer that welcomes and encourages individuals of all cultures and communities to apply.

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Send cover letter, resumé and writing samples to april@traveltacoma.com. Please include “Director of Marketing and Communications” in the subject line.

Position is full-time, 40 hours/ week (with potential requirements on weekends and in the evenings).

Offices are located at 1516 Commerce St, Tacoma, WA 98402 (at the Greater Tacoma Convention Center)

Hybrid In-Office/ Work-From-Home options

Reports to: President and CEO

Compensation: Base salary, plus incentive, health care and 401k program. Salary DOQ.

Deadline for applications: Open until filled