



Job Title: Communications Coordinator

Compensation: DOE

Status: Full Time, Non-Exempt

Reports to: Director of Marketing

SUMMARY:

The Communications Coordinator is responsible for much of the organization's external messaging and management of all media, including social, e-communications, news outlets, website, and more. This position necessitates the ability to work semi-independently and make editorial decisions consistent with the organization's communications plan, under the purview of the Director of Marketing. The ideal candidate will have strong writing and editing skills and the ability to adapt their writing voice to match a variety of writing styles. Editorial and copywriting work will include but is not limited to brochures, mailers, email campaigns, social media, presentations, newsletters, websites, advertising copy, press releases, annual reports, and the Visit Vancouver USA travel magazine.

JOB DUTIES/RESPONSIBILITIES:

- Manage social media channels while maintaining the organization's voice and brand; posting cadence and guidance varies by channel. Stay up-to-date with latest trends, especially in tourism field.
- Assist with writing and editing articles for the annual Vancouver USA travel magazine; meet deadlines and assist with distribution strategy
- Regularly audit and update content for the Visit Vancouver USA website, including the events calendar and header images
- Strategically plan and create consumer newsletters and stakeholder e-communications
- Update and organize media and stakeholder database and corresponding distribution lists
- Assist with press release and media resource materials
- Pitch stories to trade, travel, and local media; log earned media in CRM database
- Provide information, advice, feedback, and assistance to others in the organization to refine work outputs, resolve problems, and improve performance
- Strategize with Director of Marketing to create content supporting all ongoing campaigns and marketing initiatives
- Collaborate with Art Director on work and projects as assigned by the Director of Marketing
- Maintain a well-informed working knowledge of the attractions and services in the area to visitors and act as a communication liaison between these entities and the visitor

- Ability to perform duties of other team members in their absence or when workload requires
- Perform other such duties as may be assigned by Director of Marketing and/or Art Director

REQUIREMENTS/MINIMUM QUALIFICATIONS:

- Bachelor's degree from an academic institution in English, PR, DTC, journalism, communications, or similar field, OR applicable workplace experience equivalent to a four-year degree
- 2-4 years experience in PR, communications, hospitality/tourism, or marketing preferred
- Strong grasp of AP Style and writing/editing conventions
- Excellent communication skills with a passion for thinking creatively to solve problems
- Strong organizations skills, with a proven track record for time management
- Excellent computer skills with proficiency in Microsoft Office Suite, experience with Adobe Creative Suite is a plus
- Knowledge of Vancouver, WA, Portland, OR, and/or Pacific Northwest destinations preferred
- Experience with CRM and CMS software is a plus

WORKING CONDITIONS:

This position requires the ability to perform those activities to complete the essential functions of the job, either with or without reasonable accommodation. The position requires continuous and/or frequent talking, repetitive motions of hand/wrists, hearing, and handling. Mental activities required by the employee in this position include decision making, interpersonal skills, teamwork, creativity, customer service, use of discretion, problem analysis, negotiation, and the ability to perform math and to read, write, speak, and understand English. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects up to 40 pounds.

Visit Vancouver USA is currently allowing employees to work from home with optional days in the office (or when necessary to complete a task). This hybrid system will likely remain for several months with the possibility of returning to the office full-time in the future. Workdays are Mon-Thurs 8 a.m. to 4:30 p.m. and Fri 8 a.m. to 11:30 a.m.

Please send cover letter and resume to admin@visitvancouverusa.com by June 9, 2021 with "Communications Coordinator" in the subject line.