



**Job Title:** Communications Manager  
**Job Category:** Manager  
**Reports To:** VP of Marketing and Communications

**Summary:** Responsible for developing, maintaining and/or implementing programs, projects and activities, that fully showcase York County's brand through increased audience/market attention and conversion. Works to grow the Visit York County digital presence including engaging and retaining followers through social media, website, mobile app and converting them into potential visitors. Ensures the CVB brand and message is visually consistent and clearly communicated to the travel industry, partners, media, and the community.

#### **Duties & Responsibilities**

- Manage content on the app to include push notifications, blogs and creating ads to promote app downloads
- Write/update blogs monthly for website
- Update events calendar
- Update CRM listings
- Assist with writing monthly YC Magazine article
- Work with VP of Marketing and Communications to create Weekly Newsletter YoCo Buzz
- Update multiple Visit York County-run websites with relevant content/basic CMS knowledge
- Assist with the development of radio ads
- Assist in planning and marketing of Visit York County experiences
- Work with DMF properties on ads, push alerts and other added-value initiatives
- Coordinate the design of the destination guide annually
- Plans digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Measure and reports on the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Initiate, plan, and implement pitches and media interviews
- Builds relationships with media including local, regional and national publications, journalists, editors, travel writers, etc.
- Maintains current database of media outlets for news releases; maintains press kits and fulfills requests.
- Writes and edits press releases and copy for a variety of media outlets and publications.

- Collaborate with influencers and industry experts to produce relevant content.
- Assist with the creation of monthly social content calendar
- Manage the organization's social media profiles, including Facebook, Twitter, LinkedIn, Instagram, YouTube and potentially additional channels.
- Run social campaigns and advertisements and measure their success
- Manage and facilitate social media ads
- Shoot/edit videos
- Assists in the preparation of Visit York County's strategic plan and annual report.
- Participates in appropriate professional associations; attends job related developmental workshops when available, and continues to stay abreast of industry technology.

**Attributes:**

Strong organizational skills  
 Strong communications skills  
 Strong leadership skills  
 Trustworthy  
 Recognizes the importance of customer service  
 Dependable  
 Initiative to handle routine problems

**Technical Skills:**

Proficient knowledge of Microsoft Office suite  
 Proficient knowledge of Canva, Publisher and Photoshop and other design software as needed to perform duties and responsibilities  
 Ability to shoot photos and video

**Requirements:**

College degree preferred  
 Excellent oral and written skills including a command of grammar, usage and vocabulary  
 Strong attention to detail and proofreading  
 Familiarity with local and regional area  
 Must have his/her own transportation and hold a valid driver's license  
 Travel, weekends and evening assignments  
 Must be able to lift a minimum of 35 lbs.