



POSITION DESCRIPTION

POSITION: Communications Manager

REPORTS TO: Director of Marketing and Communications

PAYROLL STATUS: Regular, Full-Time, Exempt

JOB SUMMARY:

The Communications Manager implements the communications program to promote Pasadena as a premier meetings and leisure destination. Serves as lead creative-writing expert. Develops targeted, effective media pitches and submissions that garner media exposure for Pasadena as a travel and meetings destination and for the Pasadena Center Operating Company, Pasadena Convention Center, Pasadena Civic Auditorium and Ice Skating Center. Acts as a liaison for the local and regional tourism industry and media.

PRIMARY ACCOUNTABILITIES:

For Communications

- Serves as lead creative-writing expert, guiding and writing most of the copywriting for collateral, sales promotion pieces, brochures, advertising, marketing plans, digital content and key marketing projects.
- Writes, proofs and edits collateral materials, annual report, internal and external communications.

For Public Relations

- Executes the comprehensive communications program to outreach to domestic and international media through strategic and timely PR campaigns.
- Writes and edits news releases and copy for a variety of publications.
- Works with public relations consultants to actively pitch media.
- Vets, secures and hosts media on press visits, site tours, photo shoots and filming.
- Represents Pasadena CVB at media trade shows, missions and other events. (3-5 trips annually.)
- Creates and maintains print and online press kit.
- Oversees media monitoring/measurement and creates monthly reports.
- Works closely with city, hotels, museums/gardens and districts to better promote Pasadena and integrate key messaging and content.

For Community Relations

- Establishes, maintains and expands working relationships with local, regional and international tourism industry partners.
- Works with local media and community organizations to increase local awareness of the economic value of tourism and strengthen PCOC's reputation in the community.
- Represents Visit Pasadena at community events as needed.
- Maintain familiarity with competitive markets, facilities and any other issues that impact the bureau's ability to effectively sell Pasadena and its facilities.



REQUIRED COMPETENCIES:

- Communication: Communicates well both verbally and in writing, creates accurate and punctual reports, delivers presentations, shares information and ideas with others, has good listening skills.
- Decision Making /Judgment: Recognizes problems and responds, systematically gathers information, sorts through complex issues, seeks input from others, addresses root cause of issues, makes timely decisions, use consensus when possible, communicates decisions to others.
- Customer Focus: Builds customer confidence, is committed to increasing customer satisfaction, sets achievable customer expectations, assumes responsibility for soliciting customer problems, ensures commitments to customers are met, solicits opinions and ideas from customers, responds to internal customers.
- Dependability: Meets commitments, works independently, accepts accountability, handles change, sets personal standards, stays focused under pressure, and meets attendance/punctuality requirements.
- Product Knowledge: Knows and explains product features/benefits, understands/sells the full product line, understands customer's business operations and needs, understands/responds to the competition, applies market knowledge. Organization and multi-tasking skills are a must.
- Adaptability/Flexibility: Adapts to change, is open to new ideas, takes on new responsibilities, handles pressure, adjust plans to meet changing needs.

QUALIFICATIONS:

- Minimum 3 years of professional experience in public relations, communications, tourism or related field.
- 2-4 year degree preferred in marketing, communications, journalism or related field.
- Thorough knowledge of Pasadena a plus.
- Computer literate in Word, Excel, PowerPoint, Photoshop, social media and web-based databases.
- Demonstrable writing skills.
- Ability to attend evening, weekend events as needed as well as occasional work trips.
- Must have reliable car and car insurance coverage for use on business.

The ideal candidate must demonstrate a personal commitment to excellence, professionalism and creativity; builds strong working relationships; exhibits excellent decision-making, problem solving and project management skills.

TO APPLY:

Each qualified candidate is invited to submit a cover letter, resume and salary history to:
resumes@pasadenacenter.com.

The position is open until filled.