



Visit Carlsbad
Carlsbad, California

Position:

**COMMUNICATIONS MANAGER
VISIT CARLSBAD**

About Visit Carlsbad

Visit Carlsbad is the Destination Marketing Organization for the coastal city of Carlsbad, California. Located in the northern section of San Diego County, Visit Carlsbad is funded through a TBID program and works closely with the City of Carlsbad in promoting and elevating the destination on a global scale.

Operating as a not-for-profit, our goal is to showcase the unique and outstanding offerings that exist here both as a top-tier leisure and group/business destination. Partnerships are key to this organization, and working with local, regional and national organizations, Visit Carlsbad has grown stronger and is able to achieve more through relationship building while providing high value support to the businesses and local residents.

This is an exciting time to join the Visit Carlsbad team. The organization recently changed its funding model and now has an increased budget, new leadership, and new destination assets in which to promote. We are looking for someone who views our current state as a unique opportunity to play a role in shaping the organization.

Position Summary

The Communications Manager is responsible for positioning Carlsbad as a premiere travel destination on Visit Carlsbad's owned and earned communications channels.

Leveraging our brand as the guiding principle, the Communications Manager will work in tandem with Visit Carlsbad partners and outside agencies to develop an annual calendar of content themes, generate earned media coverage for Carlsbad, identify breakthrough publicity opportunities and track travel trends for which Carlsbad can maximize in its media outreach and programming.

The Communications Manager is a full-time, exempt, position reporting to the Vice President of Marketing & Communications.

Essential Duties & Responsibilities

Duties may include, but are not limited, to the following:

Strategy

Develop an annual communications plan to support objectives in Visit Carlsbad's strategic plan.

Develop an editorial calendar from which content, social media, publicity activities and press outreach can be timed and planned.

Provide guidance on Visit Carlsbad's initiatives, campaigns, and goals.

Consumer Communications/Earned Media

Build positive working relationships with content creators including travel writers, influencers, publications, editors, and media outlets to garner positive coverage for Carlsbad.

Craft content pieces, website copy, press releases, advertorials and other written materials that help convey the Carlsbad story.

Develop proactive pitches for media that align with editorial calendars and create synergy with organization-wide initiatives.

Represent Visit Carlsbad at local, regional, national and international events that offer a media relations component and in media interviews.

Initiate and develop ongoing relationships media in Visit Carlsbad's target markets.

Respond to media inquiries in a timely and professional manner as a representative of Visit Carlsbad and our destination.

Coordinate and host press trips to Carlsbad, identifying media based on messaging strategy and organizational objectives. Complete post trip reporting, including database management and resulting coverage to share with partners.

Assist media in developing and researching story ideas with knowledge of current news and timely destination events and partner activities.

Provide monthly reporting and ongoing tracking of earned media placements. Compile presentations for stakeholders.

Work with outside agencies on regional/seasonal campaigns to drive destination demand.

Work with Business Development team to garner earned media promoting Carlsbad as a meetings destination

Develop relationships with communications teams at tourism boards across the region and at Visit California and Brand USA. Identify opportunities to leverage Visit California and Brand USA's reach for the benefit of Visit Carlsbad.

Visit Carlsbad Organizational Communications

Draft speaking points, speeches and presentations for team members and board members as needed

Write monthly eNewsletter for tourism and community partners

Identify speaking opportunities and or award submissions that help position Visit Carlsbad as a tourism industry thought leader

Provide market briefs and other media relations insights to Carlsbad partners

Website/Digital Press Room

Continually develop and maintain content and press releases for Visit Carlsbad's website, online pressroom and media kits.

Audit destination digital press rooms for best practices, conveying insights to the marketing team.

Management

Manage the budget assigned to domestic media relations-related line items.

Manage the hiring and professional development of a Marketing/Communications Coordinator to be hired in mid-to-late 2022

Required Qualifications

- Bachelor's Degree in Journalism, Communications, Marketing, or related field.
- Minimum five years of PR agency or in-house communications experience.
- Media relations strategy development.
- Experience developing and executing communications programs for tourism, nonprofits or consumer brands.
- Excellent verbal, written and interpersonal communication skills.
- Experience managing external agencies and vendors.
- Budget management.
- Willing to work outside typical business hours.
- Dependable, highly motivated team player with a great attitude.
- Possess strong organizational skills and attention to detail.
- Must be proficient in MS Office (Word, Excel and PowerPoint).
- Ability to multi-task, meet multiple deadlines and work independently.
- Ability to communicate effectively across various departments.
- Ability to work in a changing environment.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Ability to lift up to 40 lbs. Frequently sits, stands, and walks. Occasionally twists/turns, bends, kneels, and reaches overhead. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment

This job operates in a hybrid work environment (3 days in office, 2 days remote). Some domestic travel will be required. Must have valid driver's license and provide own transportation. Relocation reimbursement will not be provided. Applicants will be expected to live within a reasonable commute of Visit Carlsbad office and Carlsbad destination partner businesses.

Benefits & Perks

Visit Carlsbad offers a competitive, comprehensive benefits package including medical, dental and vision insurance, paid time off, holiday pay and 401K match.

All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, marital status, age, sexual orientation, disability or condition of having AIDS, in accordance with requirements of local, state, and federal law.

How to Apply

Please submit cover letter, salary requirement, and resume, with the subject line **COMMSMGR22**, to: careers@visitcarlsbad.com.

No phone calls or walk-ins, please.

The position is open until filled.