

PARK CITY CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU
Park City, Utah

POSITION: International Marketing & Communications Specialist
REPORTS TO: Director of Tourism Sales & Marketing
STATUS: Exempt

Job Summary

Promote Park City/Summit County, Utah, as a year-round, overnight destination to targeted international market segments, including consumers, in-market media and travel / trade partners.

Essential Functions

- **Strategy Development / Implementation:**
 - Work closely with the Director of Tourism Sales & Marketing, International Marketing & Communications Specialist counterpart and In-market Agencies/Representatives on the development and implementation of individual marketing/communications strategies
 - Develop plans that utilizes a mix of paid, earned and owned-media
 - Prepare thorough investigations on potential international markets
 - Research viable new markets for the Park City/Summit County product, using all resources available
 - Determine the sales/marketing avenues available in select markets, and make recommendations on which areas to participate in most effectively

- **Member / Partner Collaboration:**
 - Meet regularly with the International Marketing Advisory Committee (IMAC) on the development of international plans
 - Prepare presentation materials and lead discussions through the meetings
 - Gain consensus regarding international market selection, in-market missions, familiarization tour hosting schedules, travel/trade targets and budget allocation

- **In-Market Promotional Missions:**
 - Plan and execute annual in-market sales missions
 - These include:
 - Meetings/training presentations with targeted travel agents and tour operators
 - Host events for media, travel trade, and consumers
 - Meetings with in-market media outlets
 - Manage consumer activations
 - Attend travel trade shows
 - Foster ongoing relationships with in-market airline partners

- **(FAM) Familiarization Tour Hosting:**
 - Plan, negotiate and host individual or group FAM tours for:
 - International media
 - Select travel trade partners
 - Influencers and content creators
 - Work closely with member/partner businesses to build FAM itinerary
 - Collect and distribute media clippings or shareable results post-FAM to member partners
 - Support the Utah Office of Tourism, Ski Utah and Resort Partners (Park City Mountain/ Deer Valley Resort) with FAM tours as needed

- **Marketing/PR Promotional Materials:**
 - Development and production of the annual lodging guide brochure with outside agency
 - Development and production of international brochure with outside agency
 - Work in conjunction with domestic Communications Department on seasonal press kits
 - Development and production of trade show booth displays with outside agency
 - Development and production of other materials as needed

- **In-Market Agencies:**
 - Oversee and manage teams of in-market agencies in the creation and implementation of international strategic plans and budget
 - Ensure deadlines are met on deliverables of approved plans and follow up as needed
 - Maintain and track budgets with agencies to ensure accurate accounting
 - Work with in-market agencies or direct with vendors to research, develop, track and report on consumer marketing campaigns
 - May include print ads, digital, video, influencers, social media and paid search
 - Oversee organic social media presence across various platforms
 - Maintain and dispense current and accurate Park City information to contracted in-market representatives
 - Review and approve monthly press releases and newsletters
 - Review monthly reports prepared by agencies
 - Negotiate annual contract details and source new agency if needed

- **Content Creation / Website:**
 - Develop appropriate content for assigned markets to be used in-market, on social media platforms and the Visit Park City website
 - Review website landing pages and work with Digital/Content team to regularly update and improve the user experience

- **Utah Office Of Tourism / Ski Utah / Airline Relationships:**
 - Maintain ongoing working relationships with these groups to coordinate efforts and look for joint promotional and co-op opportunities

- **Departmental Monthly Reporting:**
 - Assist Director of Tourism Sales & Marketing with tracking actuals and monthly variance reports of the international sales and marketing budget
 - Collect regular status updates from each in-market rep to create a monthly report for the Executive Committee

- **International Travel Trade:**
 - Act as point of contact while developing and maintaining relationships with travel trade professionals
 - Maintain and dispense current and accurate Park City information to these contacts
 - Actively pursue new avenues of promotion for Park City/Summit County throughout the year
 - Execute co-op marketing campaigns in conjunction with travel trade partners

- **Conferences:**
 - Coordinate appointment schedule for various travel trade conferences throughout the year
 - Travel when necessary and represent destination to negotiate new business opportunities with travel trade and media
 - Conduct follow up with appointment attendees to provide appropriate information.
 - Attend educational conferences when deemed appropriate

- **Public Relations:**
 - Develop and maintain relationships with key editors, publishers, bloggers, influencers, journalists, and other top-tier media contacts
 - Create effective pitches to media to drive awareness of Park City/Summit County product

Qualifications/Experience:

- Bachelor's Degree with a focus on Marketing, Communications, International Business or Travel/Tourism
- 2-3 Years of Experience in Traditional/Digital Marketing, Communications and/or Social Media
- Experiences in Developing/Managing Annual Budgets
- Experience in working with Marketing/Communications Agency
- Background in Travel/Tourism Industry
- Strong Presentation/Speaking Skills
- Database/CRM Experience (Simpleview)
- Strong organizational skills and ability to multi-task and prioritize projects
- Second Language Preferable – Not Required

Additional Requirements:

- Extensive In-Market Travel
- Extensive Evening/Weekend Hosting
- Must be Intermediate-Advanced Skier
- Must be 21+ Years of Age
- Must hold Valid U.S. Passport
- Must have a Valid Driver's License and Vehicle Insurance

To Apply:

Send resume to: HR@visitparkcity.com

The position is open until filled.

NOTE: *This job description provides only general information about this position. The list of responsibilities, qualifications, skills and other details is not all-inclusive and may be subject to change.*