



<b>Job title</b>	Communications Manager
<b>Reports to</b>	Director, Communications
<b>Department</b>	<i>Communications</i>
<b>Classification</b>	<i>Non-Exempt</i>
<b>Date</b>	<i>February 2022</i>

## General Summary

MISSION: IMPACTING OUR COMMUNITIES AND VISITORS THROUGH THE POWER OF TRAVEL.

The Communications Manager will be responsible for executing strategic Communications plans to help build/enhance the reputation of the Visit Anaheim within our two target audiences: consumer/leisure travelers and meeting planners.

## Primary Duties and Responsibilities

### Essential Functions

#### Media Relations:

- Support the Communications Director to help raise the visibility of Visit Anaheim on a national & international basis.
- Developing and maintaining productive relationships with reporters at key media outlets in leisure publications, M&C trade, local media, travel trade media, and more.
- Proactively pitch media and/or research and respond to media inquiries for both leisure and M&C opportunities.
- Stay “in-the-know” of industry-wide & local events, trends and announcements and alert PR team to potential issues and/or opportunities.
- Assist with other public relations efforts as needed, including developing and distributing press releases, key messages, media lists, Q&A, media statements, presentations, videos, surveys, marketing collateral, etc.
- Oversee media monitoring and work with team to compile weekly/monthly measurement reports on department’s successes and monthly activities.
- Engage with local & media influencers (traditionally + socially) – reporting on story opportunities and trends.
- Media briefings, FAM Trips, Roadshows, etc.: Coordinate travel, accommodations, transportation and entertainment for press events. Plus create media one-sheets for interview needs and internal education.

#### Partner Relations:

- Coordinate with outside partners on PR opportunities to align messaging that ties back to the broader corporate communications plan/strategy
- Drive awareness by spotlighting their businesses.

#### Internal Communications:

- Work closely with internal stakeholders and marketing teams to ensure consistent messaging and to fully leverage all collateral to meet strategic corporate goal

#### Content Creation:

- Work with the Social Media Manager to create content and generate ads that reflect Visit Anaheim’s social media voice & objectives.

- a. Social Media Channels: Facebook, Twitter, LinkedIn, Instagram, YouTube (additional channels can be added as needed)
- b. Visit Anaheim Blog

**Administrative Support:**

- Ongoing support of the Communications Department and its collective team members, including:
  - a. Subscriptions: Making sure all of the department subscriptions are current.
  - b. Mailing Lists: Insuring all mailing lists are current and up to date.
  - c. Mailings: Coordinate e-blasts, press release distribution, etc.
  - d. Budget: Maintain the department’s budget; making sure it is updated with latest budget expenses and invoices are saved on the server for reporting needs.
  - e. Asset Management: Manage the department’s assets and coordinate asset development/updating as needed. This includes (not limited to): press kits, media lists, images, media materials, videos, etc.
- All other duties as assigned by Communications Director

**Background**

- A. Supervision  
No supervisory experience is required for this position.
- B. Confidentiality  
Exposure to confidential information given from President/CEO
- C. Contacts – Internal and Public  
A friendly personality and ability to be tactful, discreet, circumspect, and informed is required to interact with staff, Visit Anaheim partners, and the general public inside and outside the office.

**Specifications**

- A. Education
 

<u>Required:</u>	2 year associates degree.
<u>Preferred:</u>	4 year college degree or equivalent. A concentration in Marketing, Business, Hospitality or Communications preferred.
- B. Experience
 

<u>Required:</u>	3-4 years PR/Agency experience minimum
<u>Preferred:</u>	5-8 years PR/Agency experience
- C. Abilities
 

<u>Required:</u>	Excellent proofreading and editing, organizational, and communication skills, typing 60+ WPM, and the ability to perform multiple tasks.
<u>Preferred:</u>	Computer knowledge of Macintosh systems and PC systems, software knowledge of Simpleview, Excel, Ring Central, Microsoft Word, E-Mail

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must be able to travel domestically and internationally. Occasional evenings and weekends are required.

The work environment characteristics described here are representative of those an employee encounters while perform essential functions of this job. The work environment is a professional business office.

A consistent and reliable presence at work is necessary.

Please email your resume and cover letter to: [Debbie Taylor, Director of Administration at dtaylor@visitanaheim.org](mailto:Debbie.Taylor@visitanaheim.org). Subject Line to Read: **Communications Manager**