

# THE SAN FRANCISCO Peninsula

## **Communications Manager, San Mateo County/Silicon Valley Convention and Visitors Bureau**

Reports to the President/CEO

### **Definition**

The Communications Manager is a non-exempt at-will employee of the San Mateo County/Silicon Valley Convention and Visitors Bureau according to the fair labor standards act.

The normal and customary business hours are Monday through Thursday 8:30 am to 5:00 pm; Friday 8:30 am to 4:00 pm and when necessary evenings and weekend work, as well as attending trade shows, may be required.

The Communications Manager is responsible for managing relationships with press contacts including journalists, bloggers, local media, etc. with the goal of securing positive exposure for our members. Conduct press tours with visiting journalists/FAMs.

**Essential Functions** Essential responsibilities and duties may include, but are not limited, to the following: (Responsibilities are subject to review and change as needed.)

- Write and edit news releases and copy for a variety of publications.
- Manage Travel Trade relationships to promote The San Francisco Peninsula garnering quality earned media.
- Coordinate media FAM TRIPS and domestic and international media tours as needed. Tour individual travel writers throughout area as needed.
- Attend travel writer trade shows and events to promote The San Francisco Peninsula press trips and secure and maintain positive relationships with media. Periodically attend local BATW meetings.
- Customize editorial for writers interested in specific aspects of The San Francisco Peninsula, or specific subject matter.
- Build relationships with local media and community organizations to increase local awareness of the economic value of tourism and strengthen The San Francisco Peninsula's tourism reputation in the community.
- Respond to requests by writers through SATW, NATJA, CTTC and any other sources. Promote The San Francisco Peninsula through Visit CA.
- Provide member venues with copies of articles in which we have secured press.
- Oversee media monitoring, measurement and create monthly reports.
- Identify advertising opportunities that support the Bureau's mission. Mediums include print, radio, TV, and digital platforms.
- Write/publish electronic newsletters (Meeting Planner, AFAIG, Partner). Create and distribute weekly CEO Message.
- Create and update print and electronic collateral and advertising pieces.
- Create and update various InDesign graphics and collateral as needed by CVB staff. Including but not limited to special interest brochures (Tour High-Tech, Weddings, Coastal, Pet Friendly, Beaches and Parks, etc.) and sales correspondence and collateral (Unique Venues Guide, Sample Itineraries, Meeting Planners Guide, Film Commission Brochures, Annual Sales brochure, etc.).
- Create visually compelling marketing/communication materials, including but not limited to the Visitors Guide/App, Annual Report, Partnership Recruitment materials, print ads, digital display ads, brochures, newsletters, press releases, articles, etc.
- Create and maintain print and online press kit.
- Oversee brand graphics and standards.
- Draft PowerPoint presentations for Board Meetings and Tourism Industry Presentations.
- Compile and issue Annual Report

**Secondary Functions:**

- Assist with other tasks and special assignments as needed from time to time which advance the mission of the Bureau.
- Participate in meetings as required (Staff Meeting, Content Meeting, Vendor Meetings, etc.).

**Qualifications**

- Minimum three (3) years of professional experience in public relations, communications, tourism or related field.
- Two- or four-year degree preferred in marketing, communications, journalism or related field or equivalent experience.
- Thorough knowledge of The San Francisco Peninsula a plus.
- Computer literate in Word, Excel, PowerPoint, Photoshop, Adobe Creative Suite, and web-based databases.
- Time management and organizational skills to handle several tasks simultaneously, and the ability to produce work with a high degree of accuracy and speed.
- Comprehensive knowledge of grammar, punctuation, vocabulary and written form.
- Ability to maintain working relationships with all staff.
- Flexible and able to adapt to change.
- Ability to work independently, solve problems and find answers.
- Must have reliable car and car insurance coverage for use on business.
- Enthusiastic team player with positive attitude and belief in The San Francisco Peninsula as a premier destination in northern California.

**Compensation**

- Salary of \$75,000 annually.
- Health, dental, disability and vision insurance.
- 401K plan
- Fifteen employer paid Personal Time Off (PTO) days annually, accrued monthly.
- Eleven paid holidays.

**To Apply**

Submit a cover letter and resume to: [gina@thesfp.com](mailto:gina@thesfp.com)