



## **Tuolumne County Visitors Bureau**

### **Position: Sales & Communications Manager**

The Tuolumne County Visitors Bureau (TCVB) is a 501c6 non-profit organization tasked with marketing Tuolumne County as a tourist destination. The Tuolumne County Visitors Bureau is the official Destination Marketing Organization for Tuolumne County and the City of Sonora. The TCVB is partially funded by a portion of the Transient Occupancy Tax (TOT) revenue. Tuolumne County is located in Northern California, approximately 2.5 hours east of the San Francisco Bay Area. Over half of Yosemite National Park is in Tuolumne County. California's Gold Country and High Sierra also make up the County.

### **Position Overview**

Under the direct supervision of the Executive Director, the Sales & Communications Manager serves as a member of the senior management team with a focus on travel trade and public relations. The Sales & Communications Manager will generally work from the Tuolumne County Visitors Bureau central office in Sonora, California and will be required to travel from time to time to represent Tuolumne County at various industry functions including trade shows, sales missions, tour conventions and conferences. The responsibilities of the Sales & Communications Manager will include, but are not limited to:

### **Communications**

1. Build positive working relationships with TCVB Partners and the community
2. Assist in creating an effective program for Annual Tourism Summit
3. Develop a strategic public relations plan for local, regional, statewide, national and international media
4. Generate editorial coverage and community awareness by cultivating local, regional and international media (travel writers, niche writers, influencers, travel press, social media platforms)
5. Collaborate with regional partners, Visit California, San Francisco Travel and others
6. Develop media familiarization tours
7. Build and maintain media list
8. Respond to media inquiries
9. Maintain TravMedia press page
10. Write press releases for local audiences regarding TCVB happenings including TCVB accomplishments and projects
11. Write regional, statewide and national press releases encouraging visitation
12. Increase community awareness of TCVB by finding effective local media channels and participating in Chamber mixers and other locally sponsored events.
13. Represent Tuolumne County at various industry events
14. Inform local businesses when they are part of a news story generate by the TCVB
15. Work with Marketing Manager to create monthly community and consumer e-newsletters
16. Promptly respond to submission requests from Visit California, Brand USA or other tourism-related entities

## **Sales/Travel Trade**

1. Inventory available meeting spaces and destination event venues (i.e. weddings, reunions, RV rallies, etc.)
2. Create programs to fill hotel rooms during off-peak times including mid-week
3. Promote tour group and FIT travel to Tuolumne County including arranging familiarization tours and participating at tour operator conventions
4. Create itineraries for the meetings market and tour operator market
5. Develop regular communications with tour operators and meeting planners through a "What's New" e-newsletter

Internal Relationships: Reports to Executive Director; works in partnership with Marketing Manager, Social Media Coordinator, Special Projects Coordinator and Film Liaison.

External Relationships: Has contact with Board of Directors, government agencies, TCVB Bookkeeper, TCVB partners and vendors. Works with various public agencies and community groups.

## **Qualifications & Requirements**

1. Preferred experience in PR Agency or Internal PR Department
2. Must have demonstrated experience in developing timely PR messages, developing trend stories, responding to round up requests and media inquiries with formatted pitches
3. Preferred experience in producing advertising budgets and plans
4. Bachelor's degree in advertising, tourism, marketing or public relations preferred
5. Strong oral, written and public speaking/presentation communication skills
6. Preferred experience in hotel/convention sales
7. Preferred experience in travel trade
8. Must be able to work in an open, team-centric environment
9. Ability to manage multiple projects at one time
10. Ability to travel with overnight stays

## **To Apply**

To apply for this position, please email or mail resume and cover letter (include salary requirement) to:

Attn: Office Manager, Debbe Pallante

[debbe@gotuolumne.com](mailto:debbe@gotuolumne.com)

Tuolumne County Visitors Bureau

P.O. Box 4020

Sonora, CA 95370

VisitTuolumne.com

*The position is open until filled.*

*Please, no phone calls.*

*Tuolumne County Visitors Bureau is an equal opportunity employer. Applicants will be considered without regard to race, creed, color, gender, age, national origin, disability, veteran status, sexual orientation, gender identity, or any other status protected under local, state or federal law.*