



Visit Concord Digital Media, PR and Events Specialist

The Opportunity

Visit Concord is a 501(c)(6) non-profit Tourism Improvement District Agency formed in 2013 to generate overnight stays by inviting business, sports and leisure travelers to embrace Concord's distinct cultural, artistic and recreational experiences. This is an exciting opportunity for individuals who are passionate about Concord, knowledgeable of the Northern California region, and digitally savvy.

Job Summary

The Digital Media and Events Specialist works for Visit Concord and is responsible for the website and digital media, PR and event support of Visit Concord. This is a full-time position. The offices are located at 2151 Salvio Street Suite T Concord, CA.

The Position

ESSENTIAL DIGITAL MEDIA FUNCTIONS

- Research articles and stories for website and other marketing platforms
- Plan, create and website, blogs and event calendar content
- Research and fact checking
- Copy edit and proofreading
- **Create and Post stories and articles on Social media and website platforms**
- Provide social media reporting and digital analytics
- Assist with email marketing
- Work cooperatively with staff and stakeholders

ESSENTIAL EVENT FUNCTIONS

- Coordinate with internal staff and contracted vendors as required
- Manage administration, logistics and contracted services related to the execution of Visit Concord's annual events and seasonal event campaigns
- Work with staff members to identify, collect and review key metrics in order to identify ways to improve attendance and efficiency; conduct post event evaluations and debriefs, and maintain all necessary records for each event
- Create recap reports for all events and promotions
- Work with CEO to oversee event budgets and provide accountability for annual event investments
- Cultivate positive long-term relationships with event stakeholders and vendors
- Staff Visit Concord events as needed, including current and new events
- Propose new ideas and best practices for event-related matters and brainstorm and research new programs and initiatives
- Collaborate with colleagues to identify and implement ways to make event operations more streamlined and efficient



- Attend pre- and post-event meetings, ensuring that partners can utilize the marketing resources of Visit Concord
- Develop relationships with event professionals who can assist in the development of desirable events in Concord
- Participate in and coordinate logistics for Visit Concord sponsored group tour activities, including, but not limited to, FAM, Press, Influencer and Blogger tours, YELP Elite events, itinerary assistance and promoting local group facilities

ESSENTIAL PR FUNCTIONS

- Act as main point of contact for all media inquiries
- Keep press kit materials up to date for media outlets, including press releases, images, pitch letters, case studies, feature articles, and trend stories
- Cultivate and maintain relationships with regional and national media outlets, with assistance from agency vendor (if available)
- Arrange for press conferences, interviews, and other media and event appearances for the employer or client
- Seek out and manage in-market media and influencer visits, including planning and arranging itineraries, hosting media, follow-up and tracking
- Evaluate advertising and promotional programs to ensure they align with PR goals
- Ensures production of high-quality products that effectively deliver the desired message within time constraints
- Create quality, compelling social media content to help generate visibility for Concord's assets and amenities
- Organize, maintain and update PR lists and tracking, CRM lists, internal marketing files, company databases, photo gallery – images, videos, graphics, and press archives
- Daily press research, fact checking and basic content editing including images and text

MARGINAL FUNCTIONS

- Occasionally attend events on weekends and evenings as needed
- Distribute Visit Concord collateral to appropriate businesses and tourists
- Other duties as assigned as this position is contingent on the ability to identify and fill gaps

General Support

- Retain comprehensive understanding of the Visitor Center and agency programs to answer questions from stakeholders and visitors
- Interface with the organization's partners, tourism members, sponsors and prospects by responding promptly to all tourism and visitor service-related requests via email, phone, etc. as appropriate
- As needed, handle office-related tasks including answering phone calls and walk-in visitors, responding to email requests for information, mailing information and updating general information



- General administrative support and assist with daily errands, as directed

The Candidate

- Min. 2 years of experience in communications, marketing, events, social media or PR
- College degree in marketing, communications, P/R, tourism, hospitality or equivalent work experience
- Advanced user knowledge of the following software, sufficient for performing direct tasks and training others to use: CRM/ web-based database programs, Microsoft office applications and internet/email
- Knowledge in HTML, website CMS systems, SEO best practices - a plus
- Knowledgeable user of social media outlets and marketing tactics
- Photography, hospitality, marketing, communications and/or event planning experience – a plus
- General working knowledge of Concord and the Northern California region
- Resourceful, organized multi-tasker with accuracy and follow-through
- Highly motivated self-starter with excellent written and verbal communication skills

PHYSICAL DEMANDS/WORK ENVIRONMENT

- Ability to travel as needed; must have reliable transportation with adequate insurance
- Must be able to lift 25 lbs

This job description/posting describes the general purpose and responsibilities assigned to this job and are not an exhaustive list.

To Be Considered

To apply for this position, submit a resume and cover letter with salary expectations to eschroth@visitconcordca.com. Include *Digital Media, PR and Events Specialist* in subject line.

Interviews will be conducted with the most qualified applicants. This full-time position is open until filled.

Visit Concord is an Equal Opportunity Employer.