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## Marketing & Communications Manager Job Description

### **BACKGROUND**

The Olympic Peninsula Visitor Bureau (OPVB) is the regional destination marketing office for the Olympic Peninsula, and provides administrative services for the multi-partner Olympic Peninsula Tourism Commission (OPTC), with members in Clallam, Mason, and Jefferson Counties, as well as the Quinault area of Grays Harbor County. The shared goal is to increase the number of overnight visitors to Clallam County and the Olympic Peninsula.

### **POSITION OVERVIEW**

This position provides marketing and communications support to both the OPVB and OPTC by planning, developing and implementing all manner of marketing and communications programs to assist in promoting the Olympic Peninsula as a desirable visitor destination. The position oversees media relations and social media activities; develops marketing and promotional communication materials; manages travel media relations. This position reports to the Executive Director and works closely with the Executive Director, as well as the Office Manager, to carry out the work and mission of the OPVB and OPTC.

The following is an overview of duties that more specifically describe those of the Marketing / Communications Manager. However, skills and interests of the applicant do influence this list, as well as the ebb and flow of marketing opportunities, partner projects and other duties.

### **ESSENTIAL FUNCTIONS / ESSENTIAL JOB DUTIES:**

To perform this job successfully, an individual must be able to perform the following duties described in an efficient and competent manner.

- 1) Media Relations: Generate editorial coverage and community awareness by cultivating relationships with local, regional and international media (travel writers, niche writers, travel press, social media platforms). Develop and maintain media resources, materials and programs (familiarization tours, press tours, trade shows). Manage relationship with outside PR contractor\*, and coordinate media releases and PR pitches. Recommend additional opportunities for media development. Provide fact-checking support to writers, journalists, tour operators as requested.
- 2) Website and Marketing Content: Develop and manage content calendar with input from staff and OPTC Marketing Committee. Establish voice and ensure consistency in communications. Create, manage and grow website content, web sessions and page views. Write web content including new pages, experiences, itineraries, etc. Write, edit (or secure guest writers) for website blogs and stories. Monitor and manage on-line travel website content (such as TripAdvisor, Google, Go Washington). Manage digital marketing programs such as

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Google AdWords and search engine optimization. Manage email marketing and internet campaigns. General management of website, blogs, mobile site, email marketing, etc. Provide appropriate reporting, evaluation and optimization of all digital marketing initiatives.

3) Social Media: Engage, manage and grow the Olympic Peninsula Visitor Bureau and Olympic Peninsula Tourism Commission social media platforms. Review and assess analytics.

4) Product Development / Niche Traveler Marketing: Research and develop appropriate programs or promotions to attract secondary or enthusiast markets (such as geocachers, culinary travelers, adventure travelers, etc). Work with OPTC partners to develop seasonal promotions and target market outreach (Canada). Develop appropriate communications tools to support.

5) Regular Communications: Develop and manage schedule for monthly e-newsletters (consumer and industry); manage mailing lists; work with OPTC partners to develop compelling content. Produce monthly communications. Strategize ways to increase opt-ins (build data base), click throughs, etc. Review and assess analytics.

6) Database Development and Maintenance: Oversee consumer and industry opt-in databases, which feeds communications outreach.

7) Monthly Analytics: Prepare all requested month-end reports.

8) General Support: Assist in preparation of presentations as needed. Provide support for annual Tourism Summit as needed. Provide office telephone support for visitor requests. Participate with OPVB Board Committees, and provide appropriate staff support as requested. Participate in OPTC meetings, preparing and providing communications updates, and participate / support marketing committee.

### **ESSENTIAL QUALIFICATIONS / REQUIREMENTS:**

The requirements and conditions listed below are representative of the minimum levels of knowledge, skill, experience and/or ability required. Some requirements may be modified to accommodate individuals with disabilities.

#### **Education and/or Experience:**

- 1) Requires a four-year degree from academic institution in English, Journalism, Marketing or related field.
- 2) Minimum of three years progressive marketing experience, including interactive and new media.
- 3) Excellent written and oral communications skills. Strong interpersonal and presentation skills
- 4) Preferred experience in tourism or destination marketing

#### **Requires Knowledge of:**

- 1) The field of assignment sufficient to perform thoroughly and accurately the full scope of responsibility as illustrated by example in this job description.
- 2) Organizational dynamics and principles
- 3) General area and destination knowledge. Specific experience with the Olympic Peninsula is preferred.
- 4) Current trends in digital / social media channels
- 5) Computer operation and proficiency in a variety of software including Microsoft Office suite, desktop publishing, Adobe PageMaker (desirable); familiarity with photo software helpful.

**Requires the Skills / Ability to:**

- 1) Plan, prioritize, coordinate, organize, analyze and evaluate services. Develop ways to identify, improve and promote efficient systems and processes.
- 2) Apply sound judgment, analytical and problem-solving techniques to make reasoned, timely and consistent decisions. Facilitate effective problem resolution.
- 3) Demonstrated oral and written communications skills, including writing, editing, layout and design knowledge, printing / publishing knowledge, and speaking and presentation skills.
- 4) Strong team player, proven ability to build strong relationships, effective communicator across all levels of interaction
- 5) Skill in organizing workflow and managing multiple projects.

**Work Environment / Conditions / Physical Requirements:**

- 1) Works in an office or meeting room setting. Sits or stands for long periods of time
- 2) Attends meetings or performs duties outside normal office hours.
- 3) Potential for extensive driving to venues across the Olympic Peninsula, as well as occasional in-state travel or out-of-state travel related to conferences and meetings. Some overnight travel may be required.
- 4) Flexibility to occasionally perform tasks outside of the general job description.
- 5) May occasionally lift and carry items weighing 20-30 pounds.

**HOURS/COMPENSATIONS/BENEFITS**

- Full-time position, based in Port Angeles, WA
- Mon-Fri, 8:30am-5:00pm (37.5 hours/week)
- Beginning salary commensurate with experience and relative to local market
- Benefits package includes medical/dental insurance, IRA, plus generous vacation, holiday, and sick leave plan.

**NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing needs of the organization.

**HOW TO APPLY**

Applications accepted until September 20, 2019, or until position is filled. Please email cover letter, resume, and references to Allegra Pomeroy at [info@olympicpeninsula.org](mailto:info@olympicpeninsula.org). Qualified candidates may be asked to provide samples of their work. The Olympic Peninsula Visitor Bureau is an Equal Opportunity Employer.