



POSITION DESCRIPTION

FOR: Pasadena CVB

POSITION: Communications Manager

REPORTS TO: Director of Marketing & Communications

Type: Regular, Full-time

JOB SUMMARY:

The Communications Manager implements the communications program to promote Pasadena as a premier meetings and leisure destination. They develop targeted, effective media pitches and submissions that garner media exposure for Pasadena as a travel and meetings destination and for the Pasadena Center Operating Company, Pasadena Convention Center, Pasadena Civic Auditorium and Ice Skating Center. They act as a liaison for the local and regional tourism industry and media.

The successful candidate demonstrates a personal commitment to excellence, professionalism, and creativity; builds strong working relationships; exhibits excellent decision-making, problem solving and project management skills.

PRIMARY ACCOUNTABILITIES:

Public Relations

- Execute the comprehensive public relations program.
- Generate editorial coverage for Visit Pasadena (leisure travel and meetings), Pasadena Center Operating Company, Pasadena Convention Center, Pasadena Civic Auditorium, and Pasadena Ice Skating Center.
- Develop and execute media campaigns.
- Write and edit news releases and copy for a variety of publications.
- Vet, secure and host media on press visits, site tours, photo shoots and filming.
- Represent Pasadena CVB at media trade shows, missions and events as needed. (Approximately 3-5 trips annually.)
- Create and maintain print and online press kit.
- Oversee media monitoring, measurement and create monthly reports.
- Work closely with city, hotels, attractions, and downtown districts to better promote Pasadena and integrate key messaging and content.



Community Relations

- Establish, maintain, and expand working relationships with local, state and national tourism industry partners.
- Build relationships with local media and community organizations to increase local awareness of the economic value of tourism and strengthen PCOC's reputation in the community.
- Represent Visit Pasadena at community events and organizations.

Communications

- Copywrite for collateral, sales promotion pieces, brochures, advertising, annual marketing plans, digital content and key marketing projects.
- Write, proof, and edit collateral materials, annual report, internal and external communications as needed.

QUALIFICATIONS:

- Minimum 3 years of professional experience in public relations, communications, tourism or related field.
- 2–4-year degree preferred in marketing, communications, journalism or related field.
- Thorough knowledge of Pasadena a plus.
- Computer literate in Word, Excel, PowerPoint, Photoshop, social media and web-based databases.
- Ability to attend evening, weekend events as needed as well as occasional work trips.
- Must have reliable car and car insurance coverage for use on business.

TO APPLY: Each qualified candidate is invited to submit a cover letter, resume and salary history to: resumes@pasadenacenter.com.

The position is open until filled.