



## **Job Description**

### **\*Vice President, Communications**

#### **Job Purpose:**

Oversee and manage all visioning, budgeting and programming for the Communications department. The person in this role sets the tone for messaging and portrays the organization's values. More, this person serves as the primary media representative and spokesperson for Visit Mesa, while identifying opportunities to promote the destination promise to the public through a variety of media channels. Responsible for all industry communications messages including the development, production and publishing of internal and external documents, media inventory, assets and tools. The position also carries with it a leading role in all stakeholder and industry advocacy efforts.

#### **Duties and Responsibilities:**

##### VISION, MISSION AND CORE VALUES

- Establish and drive a multi-channel communications strategy while developing a genuine brand voice that maintains brand integrity across all platforms.
- Research demographics, market segmentation data, points of difference, etc. to help secure Visit Mesa's position as the official travel resource for Mesa and the surrounding region, as well as a premier travel destination in the southwestern U.S. Curated messages and key data points will be integrated into various corporate-owned and collaborative forums, including but not limited to: media/sales/services kits, itineraries, advocacy documents by targeted audience, web pages, social media channels.
- Direct and oversee the fulfillment of Partnership benefits including public relations efforts, social media posts, newsletters, brochure mentions, online presence, e-mail blasts, organic video production, and more.
- Protect with strict enforcement the organization's various brand copyrights and formalized brand standards; ensure all creative elements intended for consumer and stakeholder consumption - in partnership with Director, Marketing - are in adherence with brand pillars and standards.
- Serves on the staff Executive Committee, which is responsible for ensuring all staff and departmental efforts are programming in a manner consistent with the organization's 10-Year Master Plan, the 3-Year Strategic Plan and the Annual Business Development Plan.
- Develop a transparent budget for the communications team and ensure compliance.

##### MEDIA RELATIONS

- Develop and maintain relationships with travel media and other niche or vertical media sectors (sports, meetings, travel trade, online travel media, influencers etc.). Manage the relationship with existing destination representatives in overseas (media) markets.
- Target media contacts in core markets through media outreach missions, media marketplace events and travel media industry trade shows.
- Pitch media on existing and new, visitor-serving infrastructure, products and developments in Mesa

- and the surrounding area; Responsible for continued and regular communication to key reporters, writers and influencers.
- Serve as Visit Mesa spokesperson and control brand messaging; identify media interview opportunities for key staff, board members and elected officials.
  - Research and create updated media lists by market segment/geographical regions (using AOT Target Cities data and Vocus Media Database).
  - Monitor editorial calendars and mine for media opportunities (ex: special AZ sections, seasonal and themed pitches).
  - Distribute press materials on a regular basis via news wire services.
  - Track engagement across various platforms and make data-driven decisions.
  - Maintain strategic partnerships within the AZ visitor industry and actively identify and participate in shared PR programs (ex: AOT, Visit Phoenix, Experience Scottsdale, Destinations International, U.S. Travel association, etc.). Manage presence at industry events, tradeshow and conferences.
  - Plan and host individual and group FAM tours for media representatives on assignment.
  - Become familiar with and amplify the verbal and written communications style of the President and CEO.

## COMMUNICATIONS

- Responsible for developing and maintaining cohesive destination messaging through all Visit Mesa channels and materials with emphasis placed on destination drivers and points of difference (scenic beauty, water-related adventure, desert activity, golf, affordability, DEI and accessibility initiatives, etc.).
- Draft and update the Visit Mesa press kit and press releases.
- Draft Visit Mesa support materials across all departments (bid letters, community and Board reports, e-newsletters, industry award nominations/submissions)
- Write and manage content for VisitMesa.com and various landing pages on an 'as-needed' basis.
- Edit all staff-driven content for organizational blogs and niche social media channels.
- Maintain regular activity on @VisitMesa Linked In, Twitter, TikTok and Facebook handles.
- Direct and manage all For the Love of Mesa (FLOM) content and communications, including the FLOM podcast. This includes the scheduling of guests and follow-up editing processes.

## REPORTS/BROCHURES/PROMOTIONAL MATERIALS

- Draft, produce and publish all content for the annual Visit Mesa visitors guide; oversee sales, design and layout.
- Draft, produce and publish the Strategic Plan and annual Business Development Plan.
- Draft content and publish Visit Mesa brochures (Fresh Foodie brochure, Adventure/Desert Guide, Mesa Map & Guide, Water Guide).

## MARKETING (in collaboration with Marketing department)

- Draft advertising copy as needed.
- Draft all advertorial / added value content secured by DOM and/or President and CEO.
- Write 'storytelling' copy for the Visit Mesa website and other digital and print platforms.

- Develop concept and action plan for seasonal online and social media campaigns.

## PHOTO/VIDEO/LOGOS

- Develop, grow and manage all photo and video libraries.
- Responsible for scheduling annual and special “ad-hoc” photo shoot(s). Secure new photography for marketing; includes direction on photo editing.
- Responsible for producing destination videos; scheduling film shoots and directing shoots in partnership with the Marketing department, as well as with the creative agency of record – HAPI.
- Be the clearinghouse for all organizational and foundation logos. Ensure all logo applications adhere to the brand standards manual.

## Reports:

- Reports directly to the President and CEO.
- Current staff members reporting to the VP, Communications: Associate Manager, Media Relations; Brand Ambassador, Communications Coordinator (hybrid/shared with Director of Marketing).

## Qualifications:

- Bachelor’s degree from an accredited college or university. B.A./B.S. in Communications, Journalism or Marketing is strongly preferred but not necessarily required.
- At least 10 years in a leadership role(s) in the areas of communications, public relations/information. At least 5 years of qualified experience in the tourism/hospitality industry. Destination Marketing Organization (DMO) experience is ideal but not required.
- A creative storyteller with exceptional written and verbal communications skills and who routinely meets deadlines.
- Ability, demeanor and character to work in an extremely fast-paced environment in which little supervision or direction is required.
- On occasion, long weekday hours and weekends, will certainly occur. Thus, only candidates who are career-oriented and dedicated to their craft should apply. Having noted this, candidates should note that Visit Mesa genuinely practices a family-first approach to staff/human relations. All reasonable efforts are made by leadership to ensure all staff members enjoy a quality work-life balance.

## Title/Compensation/Benefits:

- \*Title and salary are subject to modification DOE.
- This position is eligible for a 10% of base salary target incentive and is measurable against established KPIs for the position.
- Benefits include an attractive PPO medical insurance policy, along with dental and vision coverage; 401K with employer reimbursement up to 6%; a corporate-issued laptop; cell-phone reimbursement up to \$100/mo; PPO accrual opportunity, plus 4 annual Wellness days and more than the average holiday off schedule (Cesar Chavez, Juneteenth). Additional benefits are listed in the employee handbook and are available by request for those who make the final interview process.

All questions about this job description should be directed to Audry Brinkman, Executive Assistant and Office Manager, at [audry@visitmesa.com](mailto:audry@visitmesa.com), or at [480-682-3789](tel:480-682-3789).