

The Tempe Tourism Office, a 501(c) 6 organization, is seeking candidates for the position of Director of Communications. Our mission is to promote the City of Tempe, AZ as a desirable meeting and leisure destination. The organization consists of 13 total staff members and 21 board members and is funded primarily through City and County hotel tax revenue providing us an annual budget currently at \$3.5M.

The Tempe Tourism Office is committed to a diverse and inclusive workplace. Our organization is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

To apply: Submit resume to Brian McCartin, President & CEO: brian@tempetourism.com

Deadline: Friday, July 2, 2021 – 5:00pm MST

Job Title: Director of Communications
Reports to: President & CEO
Supervises: Content Strategist, Creative Services Manager, and Communications and Events Coordinator
FLSA Status: Exempt

Position Overview

The director of communications is responsible for creating, developing, and implementing a comprehensive communications plan which includes media relations, collateral design and production, content creation, and social media strategy. The director of communications will play an important role in providing support to, and partnering with, the senior leadership team in strategic decision making and organizational operations.

Job Responsibilities

Successful job applicants will be able to perform the following functions with minimal supervision:

Public Relations:

- Create, develop, and implement a comprehensive public relations plan which enhances the awareness of Tempe and supports the Tempe Tourism Office's sales and marketing strategies
- Create and maintain productive relationships with travel media, travel bloggers and social media influencers for the purpose of securing publicity for Tempe
- Participate in selected trade shows and media promotional events
- Plan and implement press trips and Familiarization tours for journalists, bloggers and social influencers including initiating story ideas, developing itineraries, and making arrangements with partners and hotels
- Maintain updated media database
- Measure results of public relations efforts by keeping track of the number of articles, number of journalists hosted and circulation/page view totals on an annual basis
- Evaluate all communications strategies and identify new opportunities
- Act as the point of contact for all media inquiries on a local, state, regional, national, and international level

Collateral and Social Media:

- Develop ongoing social media strategy in collaboration with the Content Strategist and Creative Services Manager
- Collaborate with Tempe Tourism team and outside agencies on the development and design of brochures, e-mail newsletters and other collateral
- Write contracts for social media influencer and content creator campaigns and manage deliverables and payment
- Manage the creative design and production of the annual Tempe Visitor's Guide, interfacing and negotiating with the designer, printer, ad sales representatives and other vendors

Copywriting and Editing:

- Edit copy for marketing materials and other written pieces as needed by the Tempe Tourism staff
- Write copy for the website as needed and update pages on a regular basis
- Write and edit copy for email newsletters, blog posts, webpages, press releases and other projects as assigned

Community Relations:

- Represent the tourism office at meetings with the Arizona Office of Tourism, City of Tempe, statewide PR Roundtable, and other meetings pertinent to job duties
- Represent the tourism office in the community, meeting with partners on a regular basis and learning about new businesses in Tempe
- Ensure local advocacy efforts that positively position tourism as a valuable and important part of Tempe's community
- Coordination of sponsorships/partnerships on designated events (i.e., Tempe Instagrammys)

Management:

- Supervise the Content Strategist, Creative Services Manager, and Communications and Events Coordinator (a shared position with the sales team)
- Work with the Tempe Tourism Office Board of Directors as needed

Education/Experience/Skills

- Proven ability to work in a diverse environment
- Bachelor's degree in Communications, Marketing, Tourism/Recreation, or related field
- Minimum of five years of experience in public relations, communications, or related field
- Proficient in Microsoft Office 365, WordPress, and media database programs such as Cision
- Experience with Adobe programs and Canva is a preferred
- Excellent editing expertise and oral and written communication skills
- Detail-oriented and able to multi-task, manage a team and delegate assignments
- Membership and/or participation in national PR/communications networking associations (i.e., PRSA, SATW, etc.) is preferred
- Experience pitching story ideas to travel trade, bloggers, media, etc.
- Experience developing engaging content for social/web
- Bilingual skills are a positive

Work Environment

- This position operates in a professional office environment that values equity, diversity, and inclusion.
- The staff member routinely uses equipment such as computers, phones, photocopiers and filing cabinets.
- Candidate must be flexible with fluid work situations including working remotely if necessary.
- Out of town travel is required
- Use of personal vehicle for normal course of business and hosting clients is required
- Work on weekends is required on an as needed basis during familiarization tours, photo and video shoots and some educational conferences and trade shows

Physical Demands

- This is largely a sedentary role. However, some lifting or moving of boxes (up to 20 pounds) and bending or standing on a stool might be required.

Other Duties

- Assist with phones
- Assist with opening/closing of office
- Ability to assist customers with questions, information, directions
- Develop a strong knowledge of Tempe
- Other duties as assigned

Compensation – Based Upon Experience

- Range: \$80,000 - \$95,000
- Healthcare for employee: Full medical, dental and eye care with small employee contribution
- Retirement plan available *
- Vacation*
- Parking
- National holidays, personal days, and flex time available

*After probationary period