

MARINA DEL REY

convention and visitors bureau

Job Title: COMMUNICATIONS MANAGER

Reports To: CEO

Summary: This position supports the development and implementation of the bureau's communications to promote Marina del Rey as a tourism destination.

Duties & Responsibilities: Develops and implements programs and projects to increase awareness of Marina del Rey as an attractive tourism destination through communications, public relations and social media efforts.

Oversees media relations and public relations activities.

Develops copy/content for marketing collateral including brochures, newsletters, website, and industry mailers/invitations.

Oversees the development, strategy, and content of website and social media campaigns.

Oversees the editorial content and photography for Marina del Rey's official destination guide.

Oversees editorial coverage for Marina del Rey's hotel properties, local attractions, and Marina del Rey through development of news releases, pitching travel related news, and special event story ideas to the media.

Creates strategies and methods to grow engagement and traffic/followers to Marina del Rey CVB's social media platforms.

Serves as primary public information contact for media inquiries in CEO's absence.

Assists in the development of communication goals, objectives, and budgets for Marina del Rey CVB's annual marketing plan.

Oversees preparation of website, media, and social media statistical reports.

Organizes and manages the bureau's image libraries and ensures images are up to date.

Supports the bureau's marketing and promotional efforts by contributing strategy, creative concepts, tactics and content about Marina del Rey on bureau websites, newsletters, in bureau publications, social media outlets open content platforms and other communications channels.

Updates content on bureau communication outlets as necessary to maintain accurate, up-to-date information on the destinations services, attractions and facilities.

Assists in the development, implementation and supervision of contracted vendors who may be retained for communications and public relations services.

Researches best practices, new opportunities, and trends on a regular basis and shares information with internal staff and marketing partners.

Represents the organization at tradeshow, meetings, conferences and training.

Assists with special projects as assigned by CEO.

Maintains a well-informed working knowledge of the attractions and services available in the area to visitors.

Assists with general office duties as needed.

Maintains knowledge of local services, facilities and key marketing, management and sales staffs through on-site visits and ongoing communication.

Represents the destination, the CVB and the local hospitality industry at industry events.

Develops and maintains working relationships with relevant members of the tourism industry including other convention and visitors bureaus, industry suppliers and other hospitality industry organizations, and collaborates as appropriate to help promote the destination.

Assists in the management of research projects as needed to measure the effectiveness of the bureau's marketing communications programs.

Develops and coordinates hosted site visits, press trips and familiarization tours designed to promote local tourism services and facilities in local hotels, restaurants, attractions, charter companies, and yacht clubs. Coordination includes lodging, attraction visits, dining, and transportation.

Assist with coordination and creation of destination videos including copy, obtaining talent/models, creative direction, and onsite management of video shoots.

Assists with the coordination of photo shoots.

Communicates the Marina del Rey brand consistently and professionally in all aspects of internal and external communication

Coordinates networking mixers with local hospitality industry.

Performs other duties as assigned.

Requirements:

- Four-year degree from an academic institution in business, marketing or communications and five or more years related experience
- Excellent organizational and oral and written communication skills
- Excellent writing skills including a strong command of grammar, usage, and vocabulary.
- Knowledge of video production and website design.
- Multi-task oriented, good organization and time management skills
- Experience in marketing communications, social media and public relations
- Must have reasonable mobility, be able to lift 40 pounds, travel, have use of own car and show proof of valid car insurance.
- Ability to work under tight deadlines and stressful situations.
- May be required to work extended hours, evenings, and weekends.
- Ability to write clear concise reports and business correspondence.
- This is an at-will position.

To Apply:

Submit cover letter and resume with salary expectations to mwheeler@visitmarinadelrey.com

Applicants may also submit relevant samples of work.