

MONTEREY
Monterey County Convention
& Visitors Bureau

Job Title: Communications Manager
Reports To: Director of Marketing Communications
Department: Marketing Communications
Job Status, Classification: Full-time Regular, Exempt

JOIN OUR TEAM

The Monterey County Convention & Visitors Bureau (MCCVB) is the destination marketing organization for Monterey County, including the cities and areas of Monterey, Carmel-by-the-Sea, Carmel Valley, Pacific Grove, Seaside, Sand City, Marina, Salinas, Moss Landing, Salinas Valley and Del Rey Oaks, as well as world renowned assets like the Monterey Bay Aquarium, the epic Big Sur coastline, Monterey wine country and iconic Pebble Beach. Our vision is to inspire the world to experience our extraordinary destination and our mission is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.

We are looking for dynamic individuals to join our team of passionate Monterey ambassadors. We work together with our community stakeholders on strategy and vision with integrity, accountability and leadership to reach our stated goals.

Position Summary

The Communications Manager is responsible for the strategic planning, development and execution of all communications initiatives and budgets for the organization including corporate, industry, international, and leisure media relations. The Communications Manager will manage promoting and maintaining a favorable public image for Monterey County and the MCCVB through creation and curation of editorial content.

Essential Functions & Responsibilities

- Develops and executes strategic communications plans including resource allocation to achieve organizational goals.
- Establishes and maintains regional, national, international, local, and targeted trade media relationships with key contacts and publications
- Manages PR agencies to ensure strategic direction and execution of plans
- Creates and manages communications budgets and provides accurate forecasting and updates.
- Reports on communications results and activity of the in accordance with the strategic initiatives of the organization
- Establishes and maintains relationships with local and member PR/media contacts to contribute to the goals of the organization; ensures maximum opportunities for collaboration
- Liaises with Visit California, Central Coast Tourism Council and other strategic partners' PR/media teams to ensure inclusion and maximum exposure for the destination.
- Cultivates media interest and participation in promotional campaigns, MCCVB events and other organizational initiatives

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- Proactively contributes to organization processes and overall culture of the organization
- Improves business intelligence and overall marketing and communications initiatives
- Creates internal process efficiencies and improves value for stakeholders
- Consults with Market Intelligence Specialist and others to identify trends, key group interests and new opportunities
- Collaborates closely with Content Marketing Manager to create strategic content plans to leverage editorial coverage and editorial opportunities in social and digital marketing initiatives
- Contributes to the organization's management direction and serve as an ambassador for the organization
- Contributes to our safe, positive and harmonious work culture and environment.

Supervisory Responsibility

This position has no direct report or supervisory responsibility.

Other Duties

Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Desired Competencies and Expectations

- Time management skills with strong ability to multi-task
- Excellent relational skills
- Superior organizational and problem solving abilities.
- Excellent written and verbal communication skills
- Superior writing and proofreading skills
- Creative developer of public relations initiatives/programs
- Dynamic and balanced leader
- Proven sound independent decision making abilities
- Results driven, proactive and able to work independently and in groups
- Ability to thrive in a fast-paced work environment
- Ability to relate to and work with a wide variety of stakeholders
- Ability to oversee and execute projects with minimum amount of supervision
- Ability to work under pressure and maintain professionalism
- Ability to recognize and maintain confidentiality of information
- Must be available to work evenings and weekends for travel and attend special events as assigned.
- Must maintain an excellent attendance record

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Desired Education and Experience

- Minimum of five years' experience in a communications/media relations capacity
- College degree in journalism, Public Relations, English, professional writing, or related field
- Experience in strategic program development, planning and implementation.
- Proficient in Microsoft Office products, Word, Outlook, PowerPoint and Excel; proficient in both PC and MAC environments; familiar with cloud computing environments
- Knowledge of Monterey County products and assets
- Prior CVB and/or other travel and tourism experience
- Experience with CMS/CRM systems

Additional Eligibility Qualifications

None required for this position.

Work Environment

This job operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

Physical Demands

This is largely a sedentary role with extended time sitting at and using a computer including keyboard and mouse. Some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events that occur after hours may be needed occasionally.

Travel Expectation

This position may require up to 20% travel time within Monterey County and beyond.