



Position Title: Communications Coordinator & Film Commission Liaison

Company: Visit SLO CAL

Location: San Luis Obispo, CA

Functional Area: Communications & Film SLO CAL

Reports to: Vice President of Marketing

Employment Type: Full-Time Hourly

Education Required: Four-Year Related Degree (or equivalent experience)

Experience Required: 2+ Years

Salary Range: \$15-21.50 per hour, plus benefits, DOE

Organization Description:

Visit SLO CAL is the non-profit countywide destination marketing and management organization (DMMO) for San Luis Obispo County. Its mission is to “Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.” Its goal is to promote San Luis Obispo County through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding the region as a choice destination for regional, national and international travelers alike. Visit SLO CAL works in partnership with tourism industry-related businesses including lodging properties, restaurants, wineries, breweries, activities, local community destination marketing organizations and the state tourism organization, Visit California, to create a unified marketing approach that promotes the culinary, coastal and cultural assets of the county.

Film SLO CAL is the countywide film commission program operated by Visit SLO CAL to promote and facilitate commercial and professional film and photography projects in San Luis Obispo County. The goal of Film SLO CAL is to increase the positive economic impact of the film industry in SLO CAL through promotion, marketing, collaboration and efforts to reduce duplication among the film commissions and permitting offices in the county. Film SLO CAL works closely with the local, regional and state film professionals and commissions to execute their mission. For more information, visit SLOCAL.com and FilmSLOCAL.com.

Position Description:

Are you excited about sharing SLO CAL with filmmakers and the media?
Do you have a drive for building relationships and achieving goals?
Do you enjoy wearing multiple hats and thrive in a fast-paced environment?
Are you a good writer with experience in technology and a knack for storytelling?

If you answered yes to all of these questions, we'd love to talk with you about the Communications Coordinator & Film Commission Liaison position at Visit SLO CAL. We seek a talented, organized, driven, passionate, detail-oriented and collaborative person to join our team. This position is integral to our goals of increasing awareness of SLO CAL as a destination and film location, and it is a vital part of our overall success.

Here's what your day will look like

You will have the responsibility of working with the Director of Communications to implement proactive communications tactics, respond to in-bound requests, execute public relations plans and track progress. You will also be the main point of contact and owner of film industry relationships, working with the marketing team to host location managers, provide guidance on film permitting, manage leads to external film partners, track progress and generally promote filming in SLO CAL. Anyone able to pivot around that many priorities will be a valued member of our team! You will work with the marketing team and others to achieve these tactics.



You will write press releases and materials, copywrite for the website and blog, and develop hosting itineraries – all while promoting a positive public image for Visit SLO CAL and representing the SLO CAL destination. Other duties include:

- Written communications supporting sales and management teams
- Partner and investor communications
- Talking point development
- Copywriting and proofreading

You will become a brand guru by collaborating with staff and partners, including the local film offices and destination marketing organizations, to achieve and maintain brand consistency; coordinate messages and efforts; and maintain excellent standards in internal and external communications.

Who are you?

- You are vibrant, passionate and self-motivated.
- You have a proven talent for writing, relationship building and tracking progress.
- You are a driven, collaborative professional who can take direction and strive for excellence.

Core Responsibilities:

Internal & External Communications:

- Work with the marketing team to execute the Strategic Content Marketing Plan (SCMP), incorporating the Create Once Disseminate Everywhere (CODE) approach
- Assist with the annual SLO CAL Visitors Magazine production, including copywriting, editing and proofreading
- Assist with the production of public VISIT SLO CAL communications, including:
 - Press/media communications: press releases, media kit, story ideas/pitches, talking points, itinerary development, etc.
 - Consumer communications: Visitors Magazine, website copy, e-newsletters, blog, etc.
 - Internal (local) communications: production of presentations, talking points, partnership materials, newsletters, etc.
- Work with marketing team to manage visual and video assets and their use rights, including work in our digital asset management system
- Assist in collaboration with and production of materials for partners, such as local DMOs, Central Coast Tourism Council (CCTC), Visit California (VCA), Brand USA, etc., for media relations and in the development and execution of the Strategic Content Marketing Plan and media relations
- Execute and maintain PR tracking, reporting and contact records in the Customer Relationship Management (CRM) system

Film SLO CAL:

- Manage VISIT SLO CAL partnerships with local, regional and state film commissions, including researching and sharing of industry information, news, results and leads
- Develop and maintain relationships with film producers, location scouts/managers and industry professionals, providing information and recommendations on locations, services, permitting, talent and
- Maintain contact records in the Customer Relationship Management (CRM) system
- Execute and maintain film industry communications via Film SLO CAL social media, newsletters and FilmSLOCAL.com
- Collect, track and share film industry economic impact data

Operational Duties:

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- Manage priorities consistent with *Strategic Direction 2020*
- Ensure compliance with all standard policies and procedures
- Assist leadership team with implementation of new projects and facilitate additional responsibilities, as requested
- Travel willingly for events, professional development and/or agency collaboration
- Remain flexible to a workload that requires 40 hours each week, including occasional nights, weekends and possible overtime

Preferred Skills/Experience:

- Four-Year Related Degree (or equivalent experience)
- 2+ years professional experience in communications and public relations (ideally in travel, tourism, film or hospitality)
- Excellent interpersonal communication, relationship building and customer service skills
- Strong oral and written communication skills
- Strong understanding of and skills using public communications tools and methods (including digital distribution channels, AP Style, copy editing and proofreading)
- Ability to manage multiple projects, priorities and tasks
- Strong problem solving skills and ability to propose and direct successful solutions
- Tech savvy with proficiency in Microsoft Office Suite
- Strong knowledge of the SLO CAL destination and its assets
- Working knowledge of Adobe Creative Suite, especially Adobe InDesign

Desired Traits/Abilities:

- Strategically focused and passionate about tourism and film industries
- Professional in appearance and manner
- Self-motivated and possessing a strong work ethic
- Detail-oriented, methodical and extremely organized work style
- Talent for tracking, multi-tasking and the ability to pivot quickly in a rapidly-changing environment
- Problem solving skills and ability to propose successful solutions
- Ability to work autonomously, yet collaborate with others as needed
- Strong drive and a tendency to thrive in a very fast-paced, ambitious environment
- Professional, adventurous, positive and confident attitude

Visit SLO CAL, an equal opportunity employer, offers an exciting opportunity for qualified, career-motivated professionals. We provide competitive compensation and the chance to work with talented people in a successful, fast-paced and pleasant environment. We offer many premium benefits including medical, dental, life insurance, vacation time and much more.

For more information or to apply, visit the Jobs page on the SLOCAL.com website.