



## DIRECTOR, TOURISM COMMUNICATIONS

**Position Title:** Director, Tourism Communications  
**Reports to:** Executive Director  
**Status:** Full-time; exempt

Tillamook Coast Visitors Association (TCVA), a county-wide 501c6 destination management organization representing Tillamook County, Oregon, is seeking a Director of Tourism Communications to lead and collaborate on important messaging programs that support sustainable tourism.

This role requires a person who is a good listener, writer, planner and collaborator who has experience in building brand messaging, educational stories, and working with key media outlets. Strategic communications planning is essential to success in this role.

Experience in grant writing is a plus, as is leading workshops in marketing and communications for local businesses and organizations. Working and collaborating in with team members is essential, as is ability to work productively in a hybrid environment. Familiarity with Tillamook County and a rural environment is important.

### About Tillamook Coast Visitors Association

TCVA's work is based on **sustainable tourism principles**: people (does tourism serve the community as well as visitors); place (does tourism respect the environment and culture); and profit (does tourism create year-round economic vitality). We work on initiatives important to the community, such as Destination Management projects, Stewardship, Public Safety and Messaging, Trails and Outdoor Recreation, Culinary/Agritourism, Arts & Cultural Heritage, Community Development, Workforce Training, DEI, and Communications. We **measure our success** on how much we get done as an organization in relation to sustainable tourism and destination management: Return on Relationships (people/community); Return on Responsibility (place/stewardship); and Return on Reinvestment (profit/economic vitality). **Our core values are**: Care for the Community; Get the Job Done; Do the Right Thing; and Keep a Sense of Humor.

## JOB DESCRIPTION: DIRECTOR, TOURISM COMMUNICATIONS

**Open: February 1, 2023**

**Close: Open until Filled**

### POSITION DESCRIPTION

The Director of Tourism Communications takes a key role in identifying, creating, sharing and distributing information to local and regional organizations, businesses, agencies, community, media and visitors on topics and information important to the mission and strategic initiatives of Tillamook Coast Visitor Association and its work within Tillamook County. This position requires building strong relationships with local and regional media, as well

as industry organizations that support the work of TCVA. The Director will also assist the Executive Director in sharing the brand story of TCVA and the work that supports sustainable tourism and destination management.

The Director of Tourism Communications drafts communications plans that support TCVA projects and strategies, including brand stories and visitor education of stewardship. This role oversees and develops content for TCVA's social media channels, writes and posts blogs, articles and advertorials, writes visitor-focused e-newsletters, updates information on various websites, writes and distribute press releases, and suggests needs for photography. The Director will also optimize current content (blogs, photos, videos, etc.) for online marketing strategies. In addition, this position will also work with radio, TV, magazine publishers and writers on special projects as defined by marketing objectives.

The Director will assist the Executive Director with industry reports and case studies, and help develop presentation materials for conferences and meetings.

The Director of Tourism Communications is a member of the leadership team and plays a critical role in strategic decision making as TCVA continues to support destination management in Tillamook County. This position works closely with the Executive Director and team members. Salary range of \$70,000 - \$75,000 depending on experience, plus benefits.

*This position focuses on "Return on Reinvestment" of the Three R's of TCVA's Strategic Planning Benchmarks, with additional focus on "Return on Relationships." The plan can be downloaded at [tillamookcoast.com/industry](http://tillamookcoast.com/industry)*

## **RESPONSIBILITIES**

### Communication and Marketing Planning –

- Draft communications and marketing plans for TCVA projects, working closely with team members
- Recommend radio, broadcast, video, social, geofencing, print and other tools for communication
- Develop a media calendar for each fiscal year, incorporating county events, themed months, storylines
- Develop marketing plans for tourism programs and initiatives
- Assist in creating presentations for team members' projects and industry conferences
- Develop relationships with local and regional media, keeping them regularly informed of activities, projects and events.
- Create content and edit reports, working with TCVA team on their projects
- Work with the executive director on developing online toolkits for the new VTC Academy, including marketing campaign toolkits for use by tourism businesses.

### Visitor Communications and Education

- Communicate activities of TCVA's focus areas, including stewardship, culinary/agritourism, outdoor recreation and education, arts and culture, scenic byways, and volunteerism.
- Post "breaking news" items, such as floods, King Tides, fires, etc., providing safety information
- Manage Facebook, Instagram, YouTube and other social channels.
- Write and distribute press releases to local, regional and industry media
- Write and distribute quarterly e-newsletters using Mail Chimp and Constant Contact
- Track earned media results
- Track website activity using Analytics Dashboards
- Assist with and create curated familiarization tours for media and industry partners.
- Conduct and/or assist marketing plan development for organizations and businesses as needed.
- Work with photographers, writers, videographers and other communication professionals
- Edit/write updates to the VTC visitor guide: Venture Coastward
- Assist with brochure updates, working with designer

### Brand Communications

- Develop a communications plan that elevates the TCVA brand as a sustainable destination
- Help develop TCVA storylines about the work being done in the community.
- Work with team on developing clear brand principles and what the region “stands for,” and communicate those values to visitors

#### Industry Programs -

- Establish and maintain working relationships with attractions, hotels and community partners in order to share their newsworthy information and events
- Conduct marketing and social media classes for local businesses
- Assist with tradeshow and events as needed.
- Assist with industry relations and communications as they relate to TCVA projects
- Determine which travel writers, social media influencers, film crews, tour companies, industry promotional campaigns, are best suited for our strategic vision
- Communicate the benefits and value of tourism to community, government, and external stakeholders, as well as the mission, strategies and results that tourism plays in contributing to the economy and community livability.

#### Administration-

- Create a project charter for new initiatives to present to team and TCVA board
- Produce and compile quarterly reports on projects, earned media and market outreach.
- Oversee guidebook business, and help distribute brochures as needed
- Take an active part in weekly EOS L10 meetings; attend monthly TCVA board meetings
- Actively participate in and contribute to TCVA team strategic planning and meetings.
- Follow principles of sustainable tourism and destination development as outlined in TCVA Destination Management Strategic Plan.
- Attend, report, and assist with tourism board meeting duties as needed.
- Assist with tourism board meeting duties as needed; and team activities as needed
- Provide timely financial and invoice reporting to Deputy Director
- Perform other duties as assigned.

### **QUALIFICATIONS & PREFERENCES**

- A. Education Preparation and Work Experience
  - BA/BS degree with related work experience
  - Minimum of 5-7 years professional experience in communications
  - Experience in communications, writing and content creation, basic design, multi-media, social media, public and media relations
  - Take part in new learning opportunities, such as technical skills and industry training
- B. Technical Skills
  - Knowledge of digital tools and databases commonly used in business and creative management, including Microsoft Office, Zoom, and Google Email, Calendar and Drive, and Canva or InDesign (graphic design)
  - Excellent verbal and written communication
  - Effective interpersonal skills required
- C. Learning Inclinations
  - Independent, self-directed learner
  - Creative problem-solver
  - Ability to learn new digital tools to optimize productivity and communication
  - Proven to work independently as well as within a strong team-oriented culture.
- D. Attitudinal Qualifications

- Ability to work effectively with diverse stakeholders
- Strong track record of ethics
- Ability to organize time effectively and manage multiple tasks simultaneously
- Ability to set and meet deadlines
- Strong curiosity and passion for learning, with an excitement for new challenges
- Flexible and team-oriented
- Ability to see overall strategy yet strong attention to detail
- Comfortable working in a hybrid environment
- Willingness for occasional travel, work nights, and weekends

**Instructions: Please submit the following documents in a single PDF file to:**

**[nan@tillamookcoast.com](mailto:nan@tillamookcoast.com)**

- Resume
- Samples of PR and article writing; communications planning
- Completed application
- Answers to the 'Application Questions' below
- Optional: Letter of Recommendation(s)

#### **APPLICATION QUESTIONS**

1. Share an experience of developing storylines for an organization. What went right? What went not as expected? How did you manage the unexpected?
2. What is your method for following up with media contacts? And where are the media contacts you most regularly work with located? What publications/organizations are they associated with?
3. What do you consider is a company's brand? What are your best practices for conveying a brand's core values? Which tourism destinations do you believe convey an effective sustainable tourism story?