



Communication & PR Specialist

Ventura County Lodging Association

Title: Communication & PR Specialist **Location:** Ventura County
Reports To: Director of Marketing and Communication **Position:** Full Time
Start Date: On or around February 2023 **Classification:** At-Will
Compensation: Starting base rate of \$65,000 plus competitive benefits package

Organization Description

Ventura County Coast (VCC) is a tourism brand encompassing the California cities of Camarillo, Oxnard, Ventura and Port Hueneme. The brand is administered by the Ventura County Lodging Association (VCLA) comprised of more than 60 lodging partners and destination marketing organizations seeking to attract overnight business and leisure visitors to the region.

Position Description

This is a new position. The Communication & PR Specialist is responsible for implementing a robust communication program to position Ventura County Coast as a premier leisure and meetings destination. This position will serve as the primary media contact for the organization.

The successful candidate should have a passion and competitive spirit that results in the creation of compelling content that generates positive media coverage.

Provides support for the VCLA team as needed.

Core Responsibilities

Responsibilities include, but are not limited to the following:

Strategy

- Develop a communications plan and editorial calendar from which content, social media, publicity activities and press outreach can be timed and planned
- Provide strategic guidance on programs, tactics, and goals
- Work in collaboration with regional destination partners

Consumer Communications/Earned Media

- Build positive working relationships with content creators including travel writers, influencers, publications, editors, and media outlets to garner positive coverage for Ventura County Coast
- Work to garner earned media promoting Ventura County Coast as a meetings destination
- Coordinate and host press trips to Ventura County Coast, identifying media based on messaging strategy and organizational objectives



- Craft content pieces, website copy, press releases, advertorials and other written materials that help convey the Ventura County Coast story
- Assist in developing and researching story ideas with knowledge of current news and timely destination events and partner activities
- Develop proactive pitches for media that align with editorial calendars and create synergy with organization-wide initiatives
- Initiate and develop ongoing relationships in Ventura County Coast's target markets
- Develop relationships with communications teams at tourism boards across the region and at Visit California, Central Coast Tourism Council, CalTravel and Brand USA
- Represent Ventura County Coast at local, regional, national, and international events that offer a media relations component and in media interviews
- Respond to media inquiries in a timely and professional manner
- Work with outside agencies on campaigns to drive destination demand
- Provide monthly reporting and ongoing tracking of earned media placements

Ventura County Coast Organizational Communications

- Draft speaking points, speeches and presentations for team members and board members as needed
- Provide market briefs and other media relations insights to Ventura County Coast partners
- Award submissions that help position Ventura County Coast as a tourism industry thought leader

Management

- Manage the budget assigned to media relations-related line items
- Manage the familiarization tour (FAM) program
- Expand and manage the Local Vibe Program
- Oversee content across all channels

Other Duties

Knowledge of the Ventura County Coast area and its tourism assets is highly desirable. Some long days, weekends and travel is required.

Please note, the Ventura County Coast office is located within a historical building that is exempt from ADA requirements and does not have elevator service. All employees are required to ascend/descend staircases. All employees occasionally move equipment, boxes, and items weighing up to 50 pounds.

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



Required Qualifications

- Bachelor's Degree in Journalism, Communications, Marketing, or related field
- Minimum five years of PR agency or in-house communications experience
- Media relations strategy development
- Experience developing and executing communications programs for tourism, nonprofits, or consumer brands
- Excellent verbal, written and interpersonal communication skills
- Experience managing external agencies and vendors
- Budget management
- Willing to work outside typical business hours
- Dependable, highly motivated team player with a great attitude
- Possess strong organizational skills and attention to detail
- Must be proficient in MS Office (Word, Excel and PowerPoint)
- Ability to multi-task, meet multiple deadlines and work independently
- Ability to manage workflow and partner relationships

Standards of Performance

- Positive Attitude
- Professionalism
- Communication
- Dignity and Respect
- Excellent Customer Service

Compensation

Starting base rate of \$65,000. Ventura County Lodging Association offers a competitive compensation package including health benefits, paid time off, and an employer contributing retirement program.

How to Apply

Submit a **cover letter**, **resume** (in Word or PDF), and your choice of **1-3 writing samples** (blog, article, or press release). **Please include "Communication & PR Specialist" in the subject line and email to Christine Thomas, christine@workwithct.com by January 10, 2023.** Resumes received after January 10, 2023 will not be considered.

Process

Shortlisted candidates will be contacted within 5 business days. (If not contacted, please consider your application unsuccessful.) Following initial telephone interview, in-person interviews with a panel of Ventura County travel professionals will be scheduled. Ideal start date will be early-to mid-February 2023.

*No phone calls or walk-ins, please.
The position is open until filled.*