

## **Director of Communications**

### **SMTT Overview**

Santa Monica Travel & Tourism, Inc. is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT is the official travel and tourism promotion agency for the City of Santa Monica. It is our job to promote Santa Monica and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. For more information, please visit [www.santamonica.com](http://www.santamonica.com).

### **Position Description**

The Director of Communications is a new, senior-level team member who will be responsible for managing and expanding SMTT's communications, brand, and community efforts. The person filling this position is a sharp-minded and persuasive verbal and written communicator who skillfully directs our external representation and relishes the opportunity to strategically reach and engage with a variety of stakeholders, from philanthropic partners to international, national, state, and local media, supporters, stakeholders and the general public.

This person is adept at identifying big and small opportunities to strengthen connections between key stakeholders and our work. The ideal candidate is an experienced and self-motivated manager of existing institutional relationships and developer of key strategic partnerships. As a nimble strategist, this person can ably deploy skills in setting goals, working with a team, and writing strong plans that highlight priorities and areas of focus across both partnerships and communications areas. The Director of Communications and Partnerships possesses strong management skills and a fidelity to a big picture strategic vision thus is well positioned to support the development of SMTT staff. Director of Communications will report directly to the Chief Marketing Officer and will help shape SMTT present and future—contributing to strategic decision making in the present while helping architect Santa Monica's destination communications plan in alignment with our values.

### **Responsibilities**

- Lead the Communications team in its development of strategic processes to seize opportunities to advance Santa Monica as a world class destination.
- Develop a content strategy for SMTT Owned channels, including website, emails, annual plans and reports, stakeholder communications and social media.
- Working with the Chief Marketing Officer to monitor and regularly assess destination Santa Monica's reputational strength.
- Assess the impact and make recommendations for changes to our communications systems and practices through consistently collecting feedback from team members and stakeholders.
- Support our growing staff team in acquiring the skills and knowledge they need to become confident ambassadors of our work to the audiences they regularly engage.
- Support and strategize communications and help to identify partners for our foundation, Santa MoniCARES.

- Develops plan and liaises with board members to discuss most effective ways to Champion the Value of Tourism to the Santa Monica Community. Continually reports to stakeholders on these efforts.
- Plans, coordinates and directs creative, strategic, and meaningful press related events and activities including management of project timelines, logistics, guest lists, materials, and programming.
- Evaluate and recommend new strategic partnership opportunities in alignment with SMTT's strategic priorities and programmatic work.
- Serve as an ambassador of SMTT on various community and industry committees and boards where appropriate.
- Work collaboratively and consistently with CMO and other directors at SMTT to define strategic priorities, make decisions about unanticipated opportunities, and manage to operational plan goals.
- This individual will be an ambassador for the organization and will need to build relationships with the media.
- Continually updates and oversees crisis communications plan as needed.
- Will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership
- Develop departmental budgets and work systems, build and manage dynamic Communications and Partnerships staff.
- Establish and maintain sound stewardship of SMTT's communications materials, intellectual property, and budget.
- Hold external relationships necessary to run the overall communications and partnerships strategy successfully.
- Embody and promote SMTT's culture and values internally and externally.

### **Qualifications & Requirements**

- A minimum of 5-years of experience directly supervising staff and a minimum of 8-years of experience in communications work. Advanced experience in securing strategic partnership agreements to advance an organization's mission.
- Impeccable and effective writing, editing, and verbal communication skills.
- Detail-oriented, yet efficient, with high standards for work products.
- Track record as a collaborative leader who excels in managing multiple projects and is comfortable working in a fast-paced and non-traditional work environment.
- Discernment and honesty, we can trust. You are a thoughtful team member who acts in alignment with your integrity and are unfailingly trustworthy. You earn rather than demand the trust of people by listening and making decisions thoughtfully.
- Uplifting and additive. You see mistakes as opportunities for growth; problems as catalysts for solutions and inspire others along the journey. You carry a positive approach, can-do attitude, a sense of humor, and authentic kindness wherever you go.
- Knowledge of Microsoft Office Software, Mac, database experience.
- Must be at least eighteen (18) years of age and possession of a clean driving record.
- This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.

- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.
- ***We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity, or other protected characteristics.***

**How to Apply:**

To apply please email your cover letter, resume and salary requirements to [employment@santamonica.com](mailto:employment@santamonica.com) with the subject line **DIRCOM2021**.

You will not be considered for employment if you fail to follow the application instructions. We do not accept phone calls, walk-ins or emails.