

## We're Hiring!

# Communications Manager

The Communications Manager role is an exciting opportunity to help grow the positive reputation of Santa Monica. This individual will help spearhead the organization's corporate communications strategy to raise awareness of the importance of tourism to the community of Santa Monica. This role will lead targeted outreach to local businesses, area stakeholders, board directors, community members and civic groups to educate and inform on efforts and initiatives that foster engagement with and understanding of Santa Monica Travel & Tourism as a driver of a sustainable local economy. The individual in this role supports proactive and reactive community relations and acts as SMTT liaison within the regional tourism, non-profit and local community. This position reports directly to the Senior Director of Communications.

### Responsibilities

- Creates, implements and oversees communications strategy in support of promoting SMTT and the importance of tourism to the local community.
- Works with community organizations to increase local awareness of the economic value of tourism and strengthen SMTT's reputation in the community.
- Manages editorial calendar and dissemination for community-focused communications materials including SMTT's e-newsletter program, website content and social media.
- Writes communications materials for the public, including speeches, content, articles, scripts, etc.
- Monitors local press and communication channels to identify potential issues and recommends courses of action/response.
- Manage PR Coordinator position; oversee assignments and provide mentorship.
- Helps manage updates to crisis communications plan as needed.
- Establishes, maintains, and constantly expands working relationships with local, regional, and international tourism industry partners, successfully soliciting their participation in SMTT programs.
- Analyzes research and global trends to support strategic outreach efforts and communications with stakeholders.
- Helps provide SMTT frontline staff with current information to keep them informed of community events, activities and issues.
- Supports event creation, implementation, and follow up communications.
- Represents SMTT via public presentations and community events where appropriate.
- Tracks and monitors communications data from newsletters and other outreach and reports the results regularly to senior staff and stakeholders. Recommends and implements improvements as needed. Tracks results and effectiveness of all programs for which they are responsible.
- Works in collaboration with Senior Director of Communications and Public Relations Manager to ensure messaging across all SMTT channels is consistent, compelling, and effective.
- Maintains and updates stakeholder outreach lists.

- ⇒ **Hybrid work from home**
- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Medical, Dental, Vision, 401K & more**
- ⇒ **Beautiful offices in Santa Monica!**

### Qualifications & Requirements

- 4-6 years of professional experience in media, public relations, or marketing.
- Bachelor's degree in communications, public relations, journalism, or related field.
- Experience directly managing employees and their work.
- Previous experience working in public facing communications function with responsibility to interact with numerous and diverse stakeholder groups.
- Excellent writing (including AP style) and editing skills paired with a strong creative sensibility and strategic mindset.
- Ability to write compelling content targeted to specific audiences.
- Social media savvy.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Excellent verbal communication skills, comfortable with public speaking.
- Attention to detail and problem-solving skills.
- 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.***

### Apply Today!

Email a cover letter, resume & desired salary to [employment@santamonica.com](mailto:employment@santamonica.com) with the subject line **COMMS23**.

### About Santa Monica Travel & Tourism

Santa Monica Travel & Tourism is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. 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. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit [www.santamonica.com](http://www.santamonica.com).