

Communications Specialist



The Sitka Chamber and Visit Sitka are looking for an enthusiastic self-starter that can take a job and run with it from idea to completion. We are a small and very busy collaborative office with many programs constantly in progress. We are looking for an up-beat, honest team member who is as comfortable working alone as they are on a big team project and is always willing to jump in and assist any other team member as needed. If you enjoy working on multiple projects, are friendly with excellent customer service, and have great communication skills, then you can be our Communications Specialist.

Responsibilities

- Assist Director of Visit Sitka (DVS) with implementation of marketing plan including creation and placement of advertising, social media marketing, website development and collateral materials
- Along with DVS contribute to the annual work plan and assist with budgets for Visit Sitka to meet City of Sitka contract requirements
- Provide regular progress reports as well as marketing analytics for reporting metrics
- Develop external company communication strategies and timelines (including a detailed editorial calendar)
- Create & manage external communications (including partner and consumer newsletters, press releases, announcements, signage)
- Maintain company websites including data entry and some webmaster duties
- Develop, prepare and publish regular online and email publications (e-Newsletters, Meeting & Planner Guide, Destination Wedding Guide, Arts & Gallery Guide, etc.)
- Along with DVS produce, curate and distribute the Visit Sitka Magazine, visitors' maps, branded content, blog posts, cruise ship calendar, meeting & conventions calendar, etc, through a variety of mediums.
- Use multiple media platforms (social, digital, print, video, personal appearances, etc.) to convey consistent brand message
- Manage consumer and travel trade leads program, working with fulfillment house to supply collateral to requestors
- Promote Sitka at local, regional, state and national industry specific meetings, conventions, sales missions and trade shows
- Act as point of contact for phone calls and visitor information center visitors when Visitor Information Staff and volunteers are not available

Responsibilities (continued)

- Support company meetings and events, as well as community and special group events throughout the year (such as industry events, Visit Sitka luncheons, conferences in Sitka)
- Represent the Sitka Chamber and Visit Sitka with integrity to all members of the world community

Communications Specialist Job Description

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Requirements

- ✓ Minimum of a bachelor's degree in public relations, communications or relevant field and proven work track record of communications projects
- ✓ Must be a creative, reliable self-starter
- ✓ Proven experience as a superior verbal and written communicator with public presentation skills
- ✓ Strong copywriting and editing experience
- ✓ Solid understanding of project management principles
- ✓ Advanced software proficiency required, but not limited to Microsoft Office, Desktop Publishing, Adobe, Wordpress, and with the ability to learn software quickly.
- ✓ Outstanding organizational, time management and planning abilities
- ✓ This is a full-time exempt position that requires 40 hours per week, and may include evenings and weekends as needed
- ✓ Willing and able to travel to trade shows and conferences by various means of transportation

Reports to: Director of Visit Sitka

Anticipated start date: Mid-September 2021

Hours: Full time, non-exempt, in-office 8-hour work days, 40 hour work week

Salary: \$45,000-\$50,000 annually, benefits: 10 paid holidays + 15 paid days off accrued annually, prorated based on start date and available after 120 days of satisfactory employment.

This job description is not intended to be all-inclusive. Employee may perform other related duties as directed to meet the ongoing needs of the organization.

Submission Information

Submit cover letter, resume, two professional references and at least two work samples no later than September 3rd to:

Laurie Booyse at tourism@visitsitka.org

For more information contact the Sitka Chamber office at (907) 747-8604.

About Us

The Greater Sitka Chamber of Commerce was established in 1903 and is a voluntary organization of business and community leaders who promote, support and facilitate commerce and economic growth in the community. Visit Sitka is a private, non-profit marketing organization serving Sitka under a city contract for destination marketing organization (DMO) services. With a combined year-round staff of 5 full-time employees, the team produces a wide variety of programs and projects to support Sitka's businesses and organizations, as well as improve the wider local economy.