

## VISIT COLORADO SPRINGS – COMMUNICATIONS MANAGER

**Position Title:** Communications Manager

**Position Status:** Exempt

**Department:** Marketing & Communications

**Reports To:** Chief Innovation Officer

### **Position Overview:**

Visit Colorado Springs (VCOS), the premier destination marketing organization for Colorado Springs and the Pikes Peak region, is seeking an experienced communications professional to serve as the VCOS Communications Manager (CM). The successful applicant will integrate into a supportive, collaborative environment and be a part of a respected organization with a team of experienced and passionate travel professionals. The CM will have the opportunity to envision the big picture and build the destination's brand and visitation through strategic and coordinated public relations, media relations, content creation and social media programs. We are seeking an individual who excels at working at a fast pace on a variety of traditional and unique communications projects, enjoys collaborating with teammates and partners and thrives at networking events. We require an impeccable writer and editor who is creative and skilled at giving professional on-air interviews. The CM will benefit from consistent leadership and clear strategic direction.

**Direct reports:** This position will have a Communications Coordinator or a contract worker to assist with content creation, social media, media tracking and FAM tours. This position also has design and marketing support from the department's marketing manager and marketing coordinator.

### **Position Responsibilities:**

- Oversee all internal and external communications to ensure our messaging is on brand, consistent and engaging
- Proactively pitch regional, national and international media to generate awareness of and interest in Colorado Springs and the Pikes Peak region as a leisure, business and event destination.
- Proactively pitch local and regional media to demonstrate the value of the tourism industry and the VCOS organization
- Issue organization press releases
- Establish and develop media relationships at the local, state, national and international levels in order to obtain measurable print, digital, social, radio and television exposure for the region
- Invite, organize, host and assist as necessary with media familiarization (FAM) and influencer trips
- Respond to all media inquiries
- Give on-air interviews and/or arrange to have the appropriate member of staff do the interview.
- Process and respond to all visitor complaints made to the organization
- Create and execute an annual social media content calendar in collaboration with the marketing team (strategically placed blogs, videos, images, posts, etc.)
- Work closely with the VCOS digital advertising agency to provide assets for campaign-related social media
- Update annually the Communications Plan, Crisis Plan and Media Response Policy and create the annual Communications Strategy
- Monitor the key performance indicators of programs and campaigns, reporting monthly and quarterly
- Write and/or proof advertorial assignments, Visitor Guide articles and other projects
- Develop professional relationships with industry peers, VCOS partners and community communications professionals
- Additional duties as assigned

### **Application Instructions (please read carefully and follow all instructions)**

Email **cover letter and resume** to [Amy@VisitCOS.com](mailto:Amy@VisitCOS.com) before 5:00 pm, January 24, 2020. Cover letter and resume should be in a **single Word or PDF document, not within the body of the email**. In your cover letter, please include **1) details about why you are a good fit, 2) professional references, 3) desired salary range and 4) when you'd be available to start. No calls, please.**