



	Industry Communications Coordinator
Reports To	Communications Director
Dept	Brand Stewardship
Location	Oregon
Status	Full-Time
Salary	\$50,000-\$65,000 (DOE) + Benefits
Position Summary: <p>The Industry Communications Coordinator is responsible for designing and executing an effective business to business (B2B) and agency to agency (A2A) communications strategy to support the Oregon Coast’s tourism industry, which is comprised of a variety of destination marketing and management entities, accommodations, tour guides, eateries, outdoor recreation providers, cultural and heritage attractions and many other amenities and components visitors and residents engage with while exploring and enjoying the state.</p> <p>This role will need to master the voice of the Oregon Coast Visitors Association (OCVA) in the written and spoken word, both to champion the power of tourism to non-industry members and to convey – in meaningful, compelling ways – the impact and opportunity of OCVA’s programming, creating a desire for industry stakeholders to engage and participate.</p> <p>Another key component of this role involves developing an understanding of industry perspectives and priorities to ensure they are reflected in the industry communications strategy. On a typical day, this role exhibits flexibility and engages in strategic thinking, responds to time sensitive industry-facing media requests, writes and edits talking points and reports, and ensures overall excellence in our industry communications. This role will also support stakeholder convening and engagement as needed regionally or sub-regionally.</p> <p>The successful candidate will be self-driven and able to work independently. Their work will fall within the Brand Stewardship department, and closely align with the Global Strategic Partnerships department.</p>	
Essential Communications Duties	

	<ul style="list-style-type: none"> ◆ Collaborates closely within the Brand Stewardship department to develop and execute OCVA's annual industry communication plan via a global content calendar, outlining objectives, tactics, and deadlines for the year. ◆ Serves as the initial point of contact for all industry-related external communications that have the potential to impact the coastal tourism industry. ◆ Continuously updates database of industry contacts; tracks participation and interaction with our industry communication tools based on key performance measures. ◆ Engages with subject matter experts to draft talking points, presentations, press releases, and industry news stories. ◆ Lead on copyediting for industry-facing collateral and reports. ◆ Pursues proactive placements in targeted media in support of OCVA's objectives. Builds and maintains effective working relationships with local and regional media (journalists, freelancers, bloggers) to speak to and communicate the economic impact of the tourism industry, including serving as on-air spokesperson or identifying and preparing appropriate staff for interviews. ◆ Actively maintains OCVA's media contact list, agency contact list, and public meeting calendar. Based on strategic rollout timelines of vetted communication campaigns, proactively seeks and secures meetings, interviews, public presentations to key stakeholder groups. ◆ Identifies trends and topics with media appeal and determine best tactics for dissemination of news and information. Supports unsolicited media request fulfillment by preparing materials, interviews, features, reports, data, and other items. ◆ Convenes stakeholder groups as needed regionally, sub-regionally or by destination management impact areas like stewardship messaging, trail etiquette, transportation solutions, public safety, etc.
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Core Competencies:

- Intimate and current working knowledge of CMS platforms sufficient to adapt/modify the structure of data within platforms, maintain and use data for both campaigns. Examples: Constant Contact, MailChimp, Emma, Barberstock, etc.
- Current working knowledge of graphic design software sufficient enough to design high quality charts, graphs and other visual communication pieces. Examples: Microsoft Office Suite, Canva, Powerpoint, Prezi, etc.
- Current working knowledge of communication, project management and collaboration tools, sufficient enough to ensure project cohesion and allow a diversity of remote stakeholders to experience reliable communication with OCVA and between each other. Examples: Basecamp, GoToMeeting, Google Drive, Dropbox
- Excellent grammar and spelling skills as well as the ability to craft succinct, thorough, and effective communications pieces.
- High degree of discretion in listening and responding to industry stakeholders in the context of a competitive environment often with competing interests.
- Natural collaborative abilities to function as part of a team and a demonstrated ability to work effectively with peers and supervisors; skill in relationship-building and networking with a diverse population of individuals, organizations, associations, and interest groups.
- Knowledge of public relations and media relations theory and practice and media ethics.
- Skilled in presentation and public speaking with the ability to represent the organization successfully and appropriately as spokesperson for interviews (on-camera, print).
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to multitask, pivot, work under pressure with deadlines and maintain composure under high pressure.

Qualifications:

- ✓ An Associate's Degree or higher with emphasis in English, Communications, Marketing, Journalism, Public Relations, etc. is preferred; relevant work experience will be considered in lieu of a degree.
- ✓ Experience drafting strategic communications plans, including skill in writing and editing compelling copy, including press releases, media pitches, web copy, e-newsletters, interviews, presentations and other corporate communications.
- ✓ A minimum of two years' experience in communications in a business environment.
- ✓ Understanding of tourism and/or hospitality industry is preferred.
- ✓ Skill in writing and editing compelling copy, including press releases, media pitches, web copy, e-newsletters, interviews, presentations, and other corporate communications.
- ✓ Experience in project management working with project briefs and managing timelines.

Other Basic Qualifications:

- ✓ Possess a valid, unencumbered driver's license with an insurable driving record.
- ✓ Ability and willingness to work hours beyond the standard daily or weekly 9am-5pm schedule when necessary.
- ✓ Ability and willingness to travel nationally and internationally as needed.

Physical Requirements:

- ✓ Visual acuity sufficient to clearly read printed materials and to drive a motor vehicle.
- ✓ Ability to hear sufficiently so that verbal communications can be received, understood, and acted upon both face to face and via telephone.
- ✓ Ability to lift and carry objects weighing up to thirty-five (35) pounds.
- ✓ Mobility sufficient to allow movement into and throughout public buildings.
- ✓ Manual dexterity sufficient to handle typical office equipment.

Reviewed and Accepted:

Employee: _____

Date: _____

Supervisor: _____

Date: _____