

## **Job Title: Communications Director**

Salary: \$60,000 - \$80,000 based on experience plus benefits

Organization: Steuben County Conference & Visitors Bureau Inc. (Explore Steuben)

Location: 1 West Market Street, Suite 201, Corning, NY 14830

Job Type: Full-Time (40 hours per week)

Reports To: President

## **ABOUT US**

The Steuben County Conference and Visitors Bureau (SCCVB), marketing as Explore Steuben, is the official tourism marketing organization for Steuben County, NY. The SCCVB is a 501(c)6 not-for-profit, non-membership organization governed by a Board of Directors that works closely with State, Regional, and local Tourism and Economic Development Offices, and Steuben County businesses. The SCCVB tells the destination's story in a strategic and research-based approach to increase accommodation occupancy and tourism expenditures within Steuben County, NY.

The SCCVB's mission is to stimulate the tourism economy through authentic storytelling, supporting and developing destination amenities, and connecting visitors to Steuben County as a travel destination.

The SCCVB markets Steuben County to a global audience as a premier travel destination, making a significant impact on the quality of life and well-being of our community. The continued growth of Steuben County's tourism industry is essential to the economic stability of those who live and work here. We believe in the power of social and digital media to tell our story and connect with audiences worldwide.

## **JOB SUMMARY**

The Communications Director is responsible for cultivating media relationships and securing editorial coverage that promotes Steuben County, NY as a premier leisure and meetings/conference destination, targeting regional and national print, television, radio, and online media outlets. Meet with partners to learn their respective stories to best determine how to share those stories with the Explore Steuben team, on our sundry platforms, and through media. Also meet with partners to educate them about the services and programs of the Steuben County Conference and Visitors Bureau (Explore Steuben) and to develop stronger relationships with our tourism partners. To stimulate the tourism economy through authentic storytelling, engaging content, inspiring photography and video.

## **PRIMARY RESPONSIBILITIES & CORE DELIVERABLES**

### **PUBLIC RELATIONS**

- Develop and implement short and long-term strategies to expand the county's visibility locally, nationally and internationally.
- Implement public relations campaigns in support of partner exhibitions, programs, and special events to the general and specialized press.
- Act as primary media contact in absence of President.
- Proactively pitch story ideas to garner media placement.
- Respond to requests from media and outside sources (state, regional organizations, and others) for information, photos, and to arrange interviews.
- Respond to travel writer leads generated from various sources to stimulate interest in the area. Coordinate lead distribution to appropriate partners.
- Update and maintain media contact database
- Use PR tools, to develop targeted media lists for story pitching and press release distribution
- Develop press materials, including releases and fact sheets.
- Attend Travel Writer shows and assist at other major industry trade shows as necessary.
- Coordinate site visits for Travel media (influencers, freelance writers, editors) to generate media interest and build relationships with out-of-town professionals.
- Contribute regularly to media section of ExploreSteuben.com, providing timely content for inclusion on the website.
- Participate in & maintain membership in organizations and associations that have a direct impact on the media awareness of SCCVB and attend the respective meetings.
- Research, write and post regular schedule of blog content
- Demonstrate self-direction (ability to act autonomously, make decisions, and drive initiatives) by actively reaching out to and visiting tourism partners to learn their respective stories so as to help determine how best the CVB might share those stories.

### **PARTNER RELATIONS**

- Improve brand relations with current partners and develop strong brand relations with new partners.
- Improve awareness of services and programs through the SCCVB.
- Increase collaboration among partners to better serve the tourism market.
- Compile, manage and regularly maintain contact database for partners
- Maintain a well-informed, working knowledge of all facilities, attractions and services, both private and public, available in the area to customers and act as a liaison between these entities and the customer.

## **ADVERTISING/COMMUNICATIONS**

- Write and proof compelling, informative copy for marketing and communications materials, website, brochures, letters and emails to industry partners. Assist in maintaining consistency in voice, branding and messaging.
- Coordinate all aspects of the production of the annual Steuben County Travel Guide, Steuben Wine Guide, and other collateral print materials including compelling copy writing, data collection and verification, vendor RFPs, and vendor management. This also includes procuring relevant imagery (either from the current image database or by acquiring new images for the respective collateral pieces through specific photo shoots or outreach to photographers, tourism partners, and others).
- Coordinate edits to and approvals of cooperative advertising copy with partners and Director Marketing.
- Coordinate with NYS Department of Economic Development, Division of Tourism to assure that all materials conform to matching fund guidelines (when apt).
- Develop, implement, and manage the CVB's communication with the public, media, industry professionals, and other civic and community organizations.
- Generate press releases on the activities and accomplishments of the SCCVB and local tourism industry partners for local media, public, and the industry.
- Maintain a well-informed, working knowledge of the facilities, attractions and services, both private and public, available in the area to customers and act as a liaison between these entities and the customer.

## **ANALYTICS AND REPORTING**

- Track and analyze media/content performance metrics to measure the effectiveness of campaigns and strategies.
- Prepare regular reports on media activity, engagement, and growth, providing insights and recommendations for improvement.
- Utilize media management tools to optimize coverage opportunities and leverage media placements.

## **EXPECTED IMPACT**

- Brand Growth
- Increase awareness and loyalty to the Explore Steuben brand through engaging, creative content and partner relations.
- Efficiency
- Deliver high-quality content on schedule and within budget.
- Demonstrate ability to prioritize tasks and manage multiple projects without delays.
- Innovation
- Introduce new content ideas, creative approaches, and formats to keep Explore Steuben's content fresh and competitive.

## **EVALUATION METRICS FOR PRODUCTIVITY**

- Content Output: Number and quality of content delivered each month
- Engagement: Growth in media metrics
- Stakeholder Satisfaction: Feedback from internal and external partners on the quality and timeliness of deliverables.
- Budget Management: Ability to stay within project budgets while delivering impactful results.

## **ADDITIONAL RESPONSIBILITIES**

- Provide support for other media and marketing initiatives as needed.
- Work occasional weekends for events and projects, with advance notice and compensatory time provided.
- Minimal travel outside the region (less than 10 days annually).
- Adhere to program budgets and demonstrate fiscal responsibility.
- Contribute to a positive, team-oriented workplace with a professional and respectful presence.
- Perform additional duties and tasks as assigned by the President.

## **QUALIFICATIONS**

- Minimum bachelor's degree in public relations, communications, or related field.
- Five years' experience in public relations preferred, but not required.
- Strong writing and proof-reading skills.
- Ability to write in different "voices."
- Accuracy, strong attention to detail.
- Ability to work in a timely manner and meet deadlines.
- Ability to work effectively and professionally with people, including the media, at all levels.
- Ability to work independently and as part of a team.
- Ability to accept constructive feedback.
- Ability to work weekends and/or evenings as needed.
- Ability to travel out of town as needed.
- Solid knowledge of area attractions and facilities.
- Knowledge of marketing and promotion practices.
- Proficiency with Microsoft Office (Word, Excel, Outlook), database systems, social media platforms, and web-based tools.
- Must be capable of lifting 40 pounds.
- Must be a strong relationship builder with creative thought process.
- Positive attitude, dynamic personality and self-motivator required.
- Must have a valid driver's license and reliable transportation. Travel in and around Steuben County will be required regularly.

## **COMPENSATION & BENEFITS**

- Full-time, salaried position (generally 40 hours per week); occasional additional hours may be required to meet organizational needs.
- Competitive benefits package, including PTO, paid holidays, health and dental plans, 401(k), and a flexible work environment.
- Opportunities for professional development and growth.

The Steuben County Conference & Visitors Bureau is an equal opportunity employer. We are committed to creating an inclusive and supportive environment for all employees.