

# Communications Specialist



**Title:** Communications Specialist

**Reports to:** Director of Visit Sitka

**Hours:** Full Time, Exempt

**Salary Range:** \$45,000 to \$55,000 DOE

## JOB DESCRIPTION

The Communications Specialist is responsible for a comprehensive program of communication in Sitka, Alaska under the Visit Sitka brand of the Greater Sitka Chamber of Commerce. This position coordinates Visit Sitka's marketing to include digital, print and social media, meeting and convention marketing, and communication. This position works with the Director of Visit Sitka to develop marketing campaigns and promotional collateral and to grow and maintain Visit Sitka's reputation throughout the destination while providing excellent service.

## PRIORITIES

- Grow tourism in Sitka through effective implementation of communication and marketing program with use of strategic planning, industry knowledge and relationships, and evolving best practices.
- Build and develop strong, consistent communication platforms for the Visit Sitka Brand with partners, external stakeholders, community members and the City of Sitka.

## SPECIFIC DUTIES

- Along with the Director of Visit Sitka execute a comprehensive marketing plan that leverages the most effective marketing and promotion tools while seeking feedback from VS partners and the City of Sitka.
- Along with the Director of Visit Sitka contribute to the annual work plan and assist with tourism budgets for VS to meet City of Sitka contract requirements.
- Implement tourism marketing plan including placement of advertising, social media marketing, website development and collateral materials.
- Maintain Visit Sitka website including data entry and some webmaster duties.
- Produce, curate and distribute the Visit Sitka Magazine, visitors' map, Visit Sitka Pocket Guide, blog posts, branded content, cruiseship calendar, meeting and conventions calendar, etc. thru a variety of mediums.
- Create opportunities for partner investment in programs, enhancing the stretch of those programs through direct sales.
- Use multiple media platforms (social, digital, print, video, personal appearances, etc.) to convey consistent brand message to targeted audiences.
- Support the executive team media strategy including media and image requests, press releases, media kits and visiting media tours.
- Promote Sitka for meetings, incentive groups, conventions and events (MICE).
- Manage and support external service providers (e.g., marketing firms, content creators,

direct mail, website maintenance, etc.).

- Cultivate and support cruise sector business, travel trade and destination yacht travel.
- Support partner events and educational opportunities (e.g., summer expo, Alaska Host training, webinars, etc.) by providing local marketing outreach.
- Develop, prepare and publish regular online and email publications (e.g. E-Newsletter, Meeting & Planner Guide, Destination Wedding Guide, Arts & Gallery Guide, etc.).
- Promote Visit Sitka at local, regional, state, national and possibly international travel industry specific meetings, conventions, sales missions and tradeshow.
- Attend meetings, seminars, conventions and workshops to enhance tourism knowledge and stay informed of the changes in the tourism industry and destination marketing trends.
- Provide marketing ROI, KPI, google analytics for evaluating marketing metrics and other reporting metrics as directed.
- Act as a point of contact for visitor calls to Visit Sitka & Visitor Information Center when Visitor Information staff and volunteers are not available.
- Any other duties as assigned by the Director of Visit Sitka in support of Visit Sitka and the Sitka Chamber.

## REQUIREMENTS

- Bachelor's degree from accredited college/university or four years of equivalent and progressively responsible experience.
- Strong organizational, time management, analytical and priority placement skills.
- Creativity.
- Superior verbal and written communications skills; good interpersonal and problem solving.
- Must be a self-starter, detail orientated, reliable and maintain a professional demeanor.
- Able to function both independently and in a team environment with excellent customer service.
- Comfortable with multiple, simultaneous priorities, sales, and a fast-paced work environment.
- Proficient with Microsoft Office Suite and a variety of graphic design programs plus email marketing and customer relationship management software.
- Well versed with current forms of social media including Instagram, Facebook, Pinterest, YouTube and Twitter.
- Proficient in WordPress or similar website software in order to maintain and update tourism information.
- Ability to lift and carry at least 35 lbs.
- Working knowledge of Alaska tourism industry; with interest to learn quickly about Sitka, Alaska visitor sector and businesses.

- Strong production and distribution experience in newsletters and other communications via email and other mediums.
- Willing and able to travel to trade shows and conferences by various means of transportation.
- Experience with a destination marketing organization a plus.
- Valid driver's license.

*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.*

#### CONTACT INFORMATION

Submit Resume, Two Professional References and Cover Letter to:

Rachel Roy, Executive Director  
Greater Sitka Chamber of Commerce  
104 Lake St., Sitka, AK 99835  
Or [director@sitkachamber.com](mailto:director@sitkachamber.com)

For more information contact the Sitka Chamber office at (907) 747-8604 or 104 Lake St., Sitka, AK.

Position is open until filled.

Revised April 2019