



**Job Title:** Communications Director  
**Reports To:** Vice President, Director of Destination Marketing

**Basic Function:**

Assists the Director of Destination Marketing, senior management staff and the CVB President with all segments of the CVB's communications and public relations programs. Eighty percent of this position is focused on generating national and international editorial coverage of the Spokane region through aggressive work with travel media while twenty percent should be devoted to generating local press coverage of key CVB messages.

**Duties and Responsibilities:**

Travel Media

- Develop an awareness program; contact travel writers, editors and related media associates and solicit editorial coverage selling the Spokane Region as a leisure travel and convention destination.
- Maintain an active database of travel writers, editors and media associates based on specific interests.
- Maintain and expand press kits and fulfill press requests for information, story ideas and photos.
- Maintain database of media outlets for travel, feature and news releases.
- Write and edit press releases and editorial copy for a variety of CVB publications; work in conjunction with DDM to write copy for visitors guide, calendars, facilities guide and niche brochures; act as coordinator to maintain deadlines and continuity on CVB publication projects.
- Develop/maintain photo library – control distribution of photos to appropriate publications and obtain and keep on file all signed release forms.
- Plan itineraries for travel writers based upon assigned stories – host them on tour when requested/appropriate
- Mentor DM Coordinator to pitch small stories. Edit and evaluate copywriting.

Local Media

- Network with local media to developing stories which position the CVB and tourism as favorable components to economic development
- Contact local organizations and provide education about the CVB's efforts on a local level.
- Assist in coordination of activities for National Tourism Week. Create specific media event during that week.
- Write and produce CVBupd@te on a bi-weekly basis

## General

- Maintain monthly equivalency reports on all public relations and media. Maintain files of all published stories regarding the region as a destination

## **Annual Accountability Measures:**

Reach a predetermined goal in advertising equivalency in both travel and local media.

## **Qualifications:**

- Three to five years experience pitching stories to media (plus portfolio of media coverage demonstrating success)
- Excellent writing skills including a command of grammar, usage and vocabulary. Strong understanding of AP Style.
- Creative – must be able to develop interesting and unique story ideas based upon niche interests of reporters or publications
- Solid media relations experience.
- Ability to coordinate media related events.
- Familiarity with and appreciation for Spokane and the surrounding region
- Flexible work style with strong collaborative skills
- Competent proofreader and copy editor
- Great team player

## **Team Promise:**

The CVB team is committed to moving the Spokane Region forward and growing the economy through tourism. We need you to be committed to the core values that drive our passion for this industry, our organization and our community: Integrity, Partnership, Service, Innovation and Passion.

## **Submit your resumes to:**

**Jeanna Hofmeister, Vice President, Director of Destination Marketing**