

CITY OF BEREA  
POSITION DESCRIPTION

Class Title: Communications Manager

Department: Tourism

Supervisor: Executive Director

Supervises: None

Class Characteristics: Under the direction of the Executive Director, serves as information specialist for Tourism Department; insures internal and external stakeholders remain informed of tourism activities, programs, etc.; performs related work as required.

General Duties and Responsibilities:

Essential:

1. Insures that internal and external stakeholders remain informed of Tourism activities, programs, etc.
2. Develop strategies to increase awareness of Tourism activities and to promote productivity.
3. Shares information by way of distributing messages, preparing presentations, and conducting meetings.
4. May develop print materials and branding strategies.
5. May direct marketing and public relations.
6. Represents Tourism to stakeholders, interested parties, and the public.
7. May serve as Tourism spokesperson to the media and the general public.
8. Serves as a member of the team responsible for developing and distributing materials to explain or convey Tourism's policies or positions.
9. May issue press releases.
10. May arrange interviews.
11. May compile press kits.
12. Performs additional duties as requested by the Executive Director.

Non-Essential: None.

MINIMUM QUALIFICATIONS

Training and Experience: Must have a Bachelors degree in music, advertising, marketing, graphics, web development, communications, English, IT, theater, anthropology, history or related field supplemented by work experience or training in advertising, public relations, or related field.

Special Knowledge, Skills and Abilities:

Knowledge:

1. Knowledge of City of Berea and the Tourism Commission rules, regulations,

policies and procedures.

2. Knowledge of the goals and responsibilities of Tourism.
3. Knowledge of the City of Berea tourism events and activities held during the year.
4. Knowledge of the tourism industry.
5. Knowledge of and appreciation for the power of feed marketing.
6. Knowledge of social media universe, including YouTube, StumbleUpon, Delicious, Digg, Reddit, Flickr, Forums, Twitter, Wikis, blogs, HTML/CSS, etc.
7. Knowledge of search engines.

Skills:

1. Exceptional public relation skills.
2. Exceptional communication skills, both orally and in writing.
3. Excellent telephone skills.
4. Excellent organizational skills.
5. Skill in using Microsoft Office products.
6. Skill in using Facebook,
7. Analytical skills.

Abilities:

1. Ability to produce editorial and technical writing output.
2. Ability to perform research activities and present findings.
3. Ability to map out a marketing strategy and drive the strategy proven by testing and metrics.
4. Ability to manage content development for publishing.
5. Ability to work individually or in a team environment.
6. Ability to handle multiple projects simultaneously while meeting deadlines.
7. Ability to be self motivated.
8. Ability to work irregular hours, including evenings and weekends.
9. Ability to establish and maintain an effective working relationship with City and Tourism Commission officers and employees, and the general public.

ADDITIONAL INFORMATION

Instructions: Instructions are very general; must use own judgment most of the time.

Processes: Work frequently requires me to refine existing work methods and develop new techniques, concepts or programs within established limits or policies.

Review of Work: Completed work generally is reviewed through oral and written reports.

Analytical Requirements: Problems require analysis based on precedent.

Tools, Equipment and Vehicles Used: General office equipment (computer, telephone, copier, postage machine, etc.).

Physical Demands: Work is typically performed indoors sitting at a desk or table; must be able to lift light items weighing less than 25 pounds as a requirement of the job.

Contacts: Frequent public and internal contacts requiring tact and diplomacy are requirements of the job.

Confidential Information: Regular use of confidential information is a job requirement.

Mental Effort: Moderate.

Interruptions: Constant.

Special Licensing Requirements: Must possess a valid driver's license issued by the Commonwealth of Kentucky.

Availability: Must be able to work evenings and weekends.

Certification Requirements: None.

Additional Requirements: Must meet job-related physical and psychological requirements in effect at the time of appointment, and must pass any job-related mental, psychological and/or physical qualifying examinations that may be prescribed.

Overtime Provision: Non-exempt.