

MONTEREY

Monterey County Convention
& Visitors Bureau

POSITION: Communications Administrative Coordinator (Full Time)

DEPARTMENT: Marketing Communications

JOIN OUR TEAM

The Monterey County Convention & Visitors Bureau (MCCVB) is the destination marketing organization for Monterey County, including the cities and areas of Monterey, Carmel-by-the-Sea, Carmel Valley, Pacific Grove, Seaside, Sand City, Marina, Salinas, Moss Landing, Salinas Valley and Del Rey Oaks, as well as world renowned assets like the Monterey Bay Aquarium, the epic Big Sur coastline, Monterey wine country and iconic Pebble Beach. Tourism is the second largest industry in Monterey and generates \$2.4 Billion in spending and nearly 24,000 jobs for the communities. Our vision is to inspire the world to experience our extraordinary destination and our mission is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.

We are looking for dynamic individuals to join our team of passionate Monterey ambassadors. We work together with our community stakeholders on strategy and vision with integrity, accountability and leadership to reach our stated goals.

POSITION SUMMARY

The Communications Administrative Coordinator is responsible for assisting with essential data, processes and programs to support the MCCVB communications program. This position will support initiatives in order to further the mission of the MCCVB.

Job Duties & Responsibilities

- Track and record all earned media activity.
- Compile reports on communication goals and metrics quarterly, monthly, and as needed.
- Plan and coordinate media familiarization (FAM) trips.
- Confirm circulation numbers and Unique Visitors per Month of publications.
- Coordinate and distribute monthly member newsletter and all other community relations communications as needed.
- Coordinate and distribute quarterly group sales newsletter.
- Maintain all distribution lists to be accurate and up-to-date.
- Respond to media requests by providing timely and accurate responses.
- Assist with information gathering, fact checking and updates for annual travel planning publications, media pitches and media requests.
- Distribute member notifications for the communications team including but not limited to media coverage, upcoming media visits and marketing/communications opportunities in a timely manner.

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- Support the development and implementation of integrated communications programs for MCCVB that include leisure, group and community target audiences; interact with the Marketing team to ensure integration.
- Update and maintain the media relations microsite of SeeMonterey.com.
- Maintain media and member information for the communications team in database.
- Prepare media kits as needed.
- Draft content and newsletter articles as needed.
- Coordinate welcome bags/amenities for media.
- Support electronic press release distribution and reporting of results.
- Maintain a safe, positive and healthy work environment.
- These duties are not exclusive and with consideration of the job requirements and other skills, the job description can be modified at the discretion of the supervisor.

Job Skills & Requirements

- College degree in journalism, English or professional writing preferred or 1+ years in equivalent position
- Strong organizational and multi-tasking skills
- Superior attention to detail
- Superior professional written and verbal communication and interpersonal skills
- Superior proofreading skills
- Responsible, reliable team player
- Proven sound independent decision making abilities
- Training and/or experience in working with the media a plus
- Experience in the hospitality industry a plus
- Knowledge of Monterey County product and assets preferred
- Proficient in computer skills including Microsoft Office products, Word, Outlook, PowerPoint and Excel
- Must be accomplished at multi-tasking, following direction, and using creative planning skills
- Ability to travel locally as required
- Ability to recognize and maintain confidentiality of information
- Must maintain regular, timely attendance
- Must submit to a background check

This position is open until filled with an anticipated start date of January 3, 2017.

The position is full time hourly, non-exempt at a rate of \$17 to \$20 per hour depending on qualifications and experience.

Please direct your cover letter and resume to HR@seemonterey.com for consideration.