

COMMUNICATIONS MANAGER manages the promotion of San Marcos events, activities and attractions that will attract visitors to San Marcos as well as educate and promote the tourism efforts and value of the San Marcos Convention and Visitor Bureau (SMCVB) in the San Marcos community.

RESPONSIBILITIES:

- Oversees the operations of the communication, public relations and media relations of the SMCVB.
- Develop communication objectives, communication plans and promotional plans.
- Identify local, regional, statewide, national and international (Mexico) media to promote San Marcos events, attractions, nature, outdoor recreation and unique activities and help bring positive media attention to San Marcos; decide what to communicate to them; and the best forms of communication to use.
- Create, design, proofread, edit, organize, and distribute publications such as news releases, monthly newsletters, e-newsletters, promotional materials, in-house brochures, speeches, articles, etc.
- Ongoing review and maintenance of official websites and associated social media networks used to help promote San Marcos as a tourist destination.
- Solicit, compile and insure editorial accuracy and partner inclusion in the visitors guide and all other niche publications.
- Coordinate with area event organizers to provide information and promotional assistance and to submit event press releases to media.
- Prepare letters, proposals, correspondence, etc.
- Keep staff and tourism partners up to date with tourism industry news.
- Participate in special promotions sponsored by the SMCVB such as events, meetings, luncheons, conferences, and trade and travel shows.
- Ensure a cohesive working relationship with all department staff, city personnel, public officials and area tourism partners (retail, attraction, cultural and hotel).
- Perform additional duties as needed to accomplish the goals of the SMCVB.

QUALIFICATIONS:

- Bachelor's degree from an accredited college or university in Hospitality, Tourism, Marketing, Journalism and/or Communications.
- Five (5) years of work experience in hospitality, tourism, tour operations, public relations, marketing, and/or public administration, which includes two (2) years experience in a supervisory capacity.
- Texas Driver License with an acceptable record.

SCHEDULE:

Varied

SALARY:

\$2,834.00 per month. Non-negotiable.

CLOSING DATE:

Until filled

SUBMIT RESUME AND COVER LETTER TO:

Rebecca Ybarra-Ramirez tourismpromotion@sanmarcostexas.com

For a complete job description, please send your request to tourismpromotion@sanmarcostexas.com.