



POSITION OVERVIEW

VISIT SLO CAL DIRECTOR OF COMMUNICATIONS (SAN LUIS OBISPO, CA)



ABOUT SAN LUIS OBISPO COUNTY, CA

San Luis Obispo County (SLO CAL) is your destination for escape in California. Whether you choose our region to play on the [beach](#), explore our [vineyards](#), experience our rich culture, or get to know our communities, we invite you to channel your sense of adventure in SLO CAL. There are hundreds of [activities](#) and things to do through the rolling hills, within our small cities and along the coastal Highway 1, offering breathtaking views and adventure.

Located halfway between San Francisco and Los Angeles in the heart of California's Central Coast, our region captures 315 days of sunshine a year. The unique microclimates make the area diverse, from temperate coastal areas to the sunny days and cool nights of the inland regions. These climates provide the perfect growing conditions for world-class wine grapes, olives, strawberries and a variety of produce growing throughout the county. A wide array of farm stands, [farmer's markets](#) and you-pick farms are another opportunity to connect to the region's agricultural roots.

ACTIVITIES

SLO CAL has something for all who enjoy the outdoors; everything from pristine beaches to national forest trails, and all with a mild, sunny climate. Abundant wildlife here include seals, sea otters, whales, monarch butterflies in winter, and over 200 species of birds. Naturally, there are abundant opportunities for active outdoor activities: [golfing](#), [fishing](#), [swimming](#), [biking](#), [kayaking](#), [hiking](#), and [surfing](#).

SLO CAL also appeals to artists of many types and here [art galleries](#) abound – most presenting the paintings, sculpture, jewelry, photographs and other creations of the many talented local artists that have been drawn to the area. In addition, there are performing arts theaters, symphony performances, unique live music venues and a variety of [museums](#).

There's always something exciting going on in SLO CAL – plays, [concerts](#), [fairs](#), [festivals](#), [sporting events](#), [holiday celebrations](#), special museum exhibitions and other events. And don't forget the crown jewel of the Central Coast – [Hearst Castle](#) – if you want to see world class art and antiques.



WINE COUNTRY

A prime destination for wine lovers, SLO CAL offers a delightful variety of tasting experiences. With over 250 wineries vinifying 40 different grape varieties, there is a [vintage and venue](#) to satisfy every preference. Designated wine trails and clustered tasting rooms make it easy to plan a memorable itinerary for a quick afternoon or long weekend of tastings. The uncrowded roads and glorious scenery enhance the wonderful wines, working a playful magic that encourages visitors to relax, explore and savor the moment.



LODGING

From spa resorts and grand [hotels](#) to camping and everything in between – SLO CAL has it all! Choose from a wide range of options, including RV parks, motels, inns and [bed & breakfasts](#), depending on the mood or occasion. Whether it's a family vacation, a road trip with friends, a romantic getaway or a business trip, there are a variety different types of accommodations to complement your needs and budget. SLO CAL offers the best places to stay all within the diverse San Luis Obispo County communities and regions.

Hotels and Motels

With views of wine country's rolling hills to the cascading, deep blue coastline, enjoy some of the finest accommodations in SLO CAL on California's Central Coast. SLO CAL presents hundreds of lodging options. Discover the [hotels and motels](#) of our region, offering a range of amenities for every type of traveler.



Bed and Breakfasts

Whether you're coming from Los Angeles or San Francisco, San Luis Obispo County is the perfect midpoint to make a quick getaway. Get a cozier and more personal experience in one of the many bed & breakfast's nestled in the heart of our cities. From luxurious to quaint, and from beach to vineyard, SLO CAL has a [bed & breakfast](#) to fit exactly what you're looking for.

Vacation Rentals and Retreat, Camps and RVs

Whether you are tucked away in a small countryside vineyard or nestled between the city and the sand you will find a plethora of [vacation rentals](#) to choose from in SLO CAL.

Get in touch with nature and enjoy some of the finest [RV and camping](#) accommodations in SLO CAL. From friendly, local beachside parks to expansive vineyard views, SLO CAL's RV parks and resorts give you many opportunities to explore the Central Coast.





ABOUT VISIT SLO CAL

Visit SLO CAL (VSC) is the non-profit organization promoting the destination of San Luis Obispo County through advertising, marketing, public relations, group sales and events. Its member base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores.

Vision: A vibrant and prosperous San Luis Obispo County, fueled by a collaborative and flourishing tourism industry.

Mission: Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.

Core Values:

Future Focused

Delivering today with an eye on tomorrow.

Collaboration

Our partnerships inform and support economic success.

Drive

We bring enthusiasm to our initiatives and a focus on results.

Stewardship

We are mindful of our resources and the SLO CAL brand.

To learn more about Visit SLO CAL, please visit: SLOCAL.com





POSITION SUMMARY

Are you willing to put in long hours to ensure the success of the organization?
Do you have the capacity to manage all public communications from VSC, its staff, contractors and volunteers?
Do you thrive on working at a break-neck speed on multiple projects at once?
Are your communication skills considered 'incredible'?

If you answered yes to all of these questions, we'd love to talk with you about the Director of Communications position at Visit SLO CAL. We seek a talented, organized, driven, passionate, detail-oriented and collaborative person to join our team. This position is integral to our goal of increasing awareness of SLO CAL as a destination and is a vital part of our overall success.

Here's what your day will look like

You will have the great responsibility of developing and implementing proactive communications strategies, respond to in-bound requests, anticipate communications needs and prepare for the unexpected. Anyone able to pivot around that many priorities will be a valued member of our team! You will work with the Vice President of Marketing and others to achieve these tactics, and your expected time commitment will be over 50 hours each week, including some nights and weekends. Don't let that scare you off: you will be compensated generously for a workweek in excess of 40 hours.

You will write press releases and materials, copy write for our website and blog, and develop relationships with the press/media -all while promoting a positive public image for Visit SLO CAL and representing the SLO CAL destination. Other duties include:

- Written communications supporting sales and management teams
- Member communications
- Public speaking preparation
- Copywriting collateral materials
- Proofreading
- And more!

You will become a brand guru by collaborating with staff, partners and the local Destination Marketing Organizations to achieve and maintain brand consistency, coordination of messages and excellent standards in internal and external communications.

CORE RESPONSIBILITIES

Contractor Management:

- Manage VSC partnerships with PR agency(ies), as well as communications and content contractors.

Press & Media Management:

- Act as main point of contact for all media inquiries.
- Speak at press engagements and be comfortable on air or in front of the camera.
- Manage all local, national and international press relationships.
 - Cultivate local press relationships, arrange for interviews or press conferences, develop and execute local VSC public relations plan.



- Seek out and manage in-market media and influencer visits, including planning and arranging itineraries, hosting media, follow-up and tracking (often includes nights and/or weekends).
- Attend and facilitate press events, conduct press meetings, develop & pitch story ideas, conduct follow-up, etc. (5-8 trips totaling 20-40 days of travel annually).

Internal & External Communications Management:

- Work with the marketing team to develop and execute the Strategic Content Marketing Plan (SCMP), incorporating the Create Once Disseminate Everywhere (CODE) approach.
- Project manager for the annual SLO CAL Visitors Magazine production, including coordinating with the publisher, local partners and staff.
- Manage the production of all public VSC communications, including:
 - Press/media communications (~33%): press releases, media kit, story ideas, talking points, etc.
 - Consumer communications (~33%): Visitors Magazine, website copy, e-newsletters, blog, etc.
 - Internal (local) communications (~33%): public presentations, speeches, talking points, membership materials, newsletters, etc.
- Work with marketing team to manage visual and video assets and their use rights.
- Collaborate and coordinate with members and partners, such as local DMOs, Central Coast Tourism Council (CCTC), Visit California (VCA), Brand USA, etc., for media relations and in the development and execution of the Strategic Content Marketing Plan and media relations.
- Manage PR tracking, reporting and contact records in the Customer Relationship Management (CRM) system.

General:

- Must be willing to travel for media events, conferences, trade shows and missions (5-8 trips totaling 20-40 days of travel annually).
- Occasional nights and weekends, as needed for travel and hosting media.
- Workload often requires 50+ hours/week of work; compensation package takes this into consideration.
- Additional responsibilities as needed.

SKILLS REQUIRED

- 5+ years professional experience in communications and public relations (ideally in travel, tourism or hospitality).
- Exceptional interpersonal communication, relationship building and customer service skills.
- Extremely strong oral, written and public speaking/presentation communication skills.
- Strong understanding of and skills using public communications tools and methods, including digital distribution channels, AP Style, copy editing and proofreading.
- Ability to manage multiple priorities, projects, team members and agency(ies).
- Strong creative problem solving skills.
- Excellent computer skills and tech savvy, including Microsoft Office.
- Four-Year Related Degree (or equivalent experience).



PREFERRED SKILLS/EXPERIENCE

- Strong relationships with local, regional, national and/or international media.
- Strong knowledge of the SLO CAL destination and its assets.
- Working knowledge of Adobe Creative Suite, especially Adobe InDesign.

DESIRED CHARACTERISTICS

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|------------------|-----------------|-------------------|
| ▪ Positive | ▪ Passionate | ▪ Confident |
| ▪ Self-motivated | ▪ Collaborative | ▪ Professional |
| ▪ Task Oriented | ▪ Team Player | ▪ Fast Paced |
| ▪ Organized | ▪ Independent | ▪ Detail Oriented |

TOP PRIORITIES

1. Manage VSC's domestic and international messaging.
2. Managing relevant stakeholder relationships, stakeholder communications and local PR.
3. Manage relationship with and performance of PR agency and contractors.
4. Assist in the development, execution and management of VSC's communications strategy and strategic content marketing plan.
5. Provide communications support for the sales and leadership teams.

Visit SLO CAL, an equal opportunity employer, offers an exciting opportunity for qualified, career-motivated professionals. We provide competitive compensation and the chance to work with talented people in a successful, fast-paced and pleasant environment. We offer many premium benefits including medical, dental, life insurance, vacation time and much more.

If you are interested in this position, please respond via e-mail with cover letter, resume, and compensation information to the following SearchWide Executive:



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