



Communications & Community Outreach Manager

Location: Stateline, NV

Job Type: Full-time, in-person

Working Conditions: Regular office hours with flexibility for evening and weekend events or meetings. Local travel for community and stakeholder meetings, events, and activities.

Position Overview:

The Communications & Community Outreach Manager will lead efforts in promoting and strengthening the Lake Tahoe Visitors Authority's (LTVA) relationship with the community, stakeholders, and related organizations. The role involves strategic planning, development, and implementation of communications and outreach programs designed to engage and inform the community and stakeholders about LTVA's initiatives, programs, and opportunities.

Responsibilities:

Communications:

- **Develop and Implement Communication Strategies:**
 - Create, manage, and implement communication strategies that elevate the LTVA's profile and ensure alignment with its goals and objectives.
 - Ensure all communications (internal and external) are accurate, timely, relevant, and consistent with the Visit Lake Tahoe brand.
- **Media Relations:**
 - Develop and maintain relationships with local media and PR representatives.
 - Work closely with LTVA's Public Relations agency.
- **Content Development:**
 - Assist with developing and overseeing content creation for various channels, including newsletters, websites, and social media.
 - Ensure all content is on-brand and consistent in terms of style, quality, and tone.

Community Outreach:

- **Develop and Implement Outreach Programs:**
 - Establish and manage community outreach strategies and programs aimed at fostering positive relationships with the local community.
 - Identify opportunities for community partnerships and collaborations.
 - Represent LTVA at external events, conferences, and forums.

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- Stakeholder Engagement:
 - Work closely with local businesses, governments, non-profit organizations, and other stakeholders to establish mutually beneficial relationships.
 - Create communication materials and reports to keep stakeholders informed about LTVA's initiatives.
 - Utilize a CRM system to communicate with stakeholders.

Qualifications:

- Education: Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- Experience: Tourism or Hospitality experience in communications, public relations, or related roles. Experience in community outreach or partnership management is highly desirable.
- Skills:
 - Communication: Excellent written and verbal communication skills.
 - Strategic Thinking: Ability to develop and implement effective communication and outreach strategies.
 - Project Management: Ability to manage multiple projects simultaneously.
 - Technical: Proficiency with communication and design tools and platforms.
- Personal Qualities:
 - Adaptability: Ability to adjust strategies and plans in response to unexpected situations.
 - Integrity: Upholding the values and principles of LTVA in all communications and outreach.

Salary & Benefits:

- Range: \$65,000 - \$70,000
- Opportunity for annual performance bonus
- Medical, Vision and Dental coverage
- Life Insurance
- Paid Vacation
- Paid Sick Leave
- 13 Paid Holidays per year
- 401k with match

How to Apply:

Submit cover letter and resume to jobs@visitlaketahoe.com

Applications received without a cover letter will not be considered.

Lake Tahoe Visitors Authority is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

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