



## **JOB DESCRIPTION: Director of Corporate Communications**

Department:	Communications
Reports To:	Vice President of Communications
Classification:	Regular, Full Time, Exempt
Supervisory responsibility:	Yes
Salary range:	\$81,000 - \$117,500 Depending on Experience

### **Position Summary:**

Under the direction of the Vice President of Communications, the Director of Corporate Communications is responsible for the planning, execution, reporting and management of internal and external communications within Visit California. The Director of Corporate Communications will develop and drive initiatives to meet the organization's goals. Areas of responsibility include but are not limited to: communications, industry relations, media relations, special events, public affairs, strategic communications, corporate communications, executive positioning, and industry outreach.

### **Key Duties & Responsibilities:**

- Works with Visit California senior staff to plan, develop and implement Visit California's Corporate Communication programs, including strategic development of outreach programs.
- Oversees development and execution of various reports and publications including but not limited to The Annual Marketing Plan, Year in Review, Insights, Newsletters and others as required.
- Works closely with the CEO on state and federal issues that impact the travel industry.
- Researches and maintains current and up to date information on current trends with Visit California and hospitality industries.
- Attends local and community events on behalf of the Visit California.
- Supervises all aspects of the corporate communications team, including budgets; staff, contractors and vendors; workflow; and dissemination of information to Visit California staff.

- Responsible for supporting executive staff in all aspects of program growth specifically through communication and supporting materials by ensuring that necessary collaterals and supporting materials are updated and developed.

### Experience and Skills

- Demonstrated leadership roles in previous positions desirable.
- Previous team management and supervision experience.
- Strong relationship and experience working with domestic and international media and the travel trade industry.
- Excellent public presentation and interaction skills.
- Board governance, management and membership experience highly desired.
- Ability to work with government agencies and other investors as part of collaborative relationship in meeting organizational mission and performance objectives.
- Interagency networking with all tourism related entities locally, domestically and internationally.

### Other Qualifications and Requirements

- 10 years of experience in a similar corporate communications position.
- Bachelor's degree or higher in a writing discipline such as English, journalism, communications or related field, or equivalent combination of experience, education and training.
- Excellent proofreading, writing and copy editing skills.
- Strong expertise of Microsoft Office products, including Word, Excel, and PowerPoint, as well as experience with a content management system. Knowledge of Adobe Creative Suite products including Photoshop, InDesign, Illustrator and other publishing software is preferred.
- Ability to communicate and work well with others in a professional office environment.
- Ability to multitask, prioritize and meet deadlines.
- Experience in writing across a variety of platforms.
- Strong project management skills.

**Compensation:**

In addition to a competitive salary, Visit California offers an excellent health benefit package. We also offer a fantastic PTO and holiday leave package, 401(k) plan, parking and much more!

**How to Apply:**

Please send your cover letter, resume, salary requirements and three writing samples via e-mail to Sacramento Staffing Agency: [help@sacramentostaffingagency.com](mailto:help@sacramentostaffingagency.com).

Visit California has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.