



Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Communication & Public Relations Specialist

Department: Marketing & Communications

Reports To: Marketing & Communications Director

FLSA Status: Exempt

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Approved By: Romy A. Snyder

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Summary Assists the marketing and communications director in planning, implementing and reviewing internal/external communication plans (to include media, public, and community communications). This position utilizes strong public relation skills to effectively represent the Wisconsin Dells area to media, visitors, member businesses, community organizations and local government.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Media/Community Relations (50%)

- Develops and maintains contacts and relationships with media representatives to create opportunities for keeping Wisconsin Dells in front public and the trade.
- Maintain and grow media lists for various target segments.
- Respond to media requests for information and/or materials and facilitate media interviews with spokespeople as assigned by marketing director. Write draft talking points and/or presentations for spokespeople and review proposed information with that spokesperson. Arrange for necessary aids.
- Coordinate and issue passes for reporters with assigned stories.
- Coordinate staff and assist with media VIP tours and familiarization tours, film crews and photography activities at the direction of the marketing director, as needed.
- Monitor trends in destination media relations.
- Manage press service/s for monthly summary reports (Cision).
- Establish and oversee departmental system for maintaining and archiving press coverage.
- Establish and oversee departmental public relations procedures and support documentation.
- Review, research and assist in updating the annual news media and public relations policies.
- Coordinate media training sessions for members.
- Coordinate Bureau media team desk side visits including dates, times, materials, gifts, etc.

Community Communications & Events (10%)

- Oversee coordination and logistics of special media and community relations events.
- Meet with appropriate representatives of community organizations, as needed, to discuss communication opportunities. Review and discuss the proposed options with marketing director and create communication pieces relevant to need/s.
- Create and distribute community relations publicity materials including, but not limited to, Dressed-For-A-Cause photos and captions.
- Coordinate all pre-event, event and post-event activities for the annual Wisconsin Dells Waterslide-athon to benefit the Madison Ronald McDonald House to include, but not limited to, membership contributions, event participants/exhibitors, coupons, parking, supplies and signage, partnership information and details with charity of choice team leadership. Prepare Waterslide-athon post-event report and make recommendations for improvements.

General Communications (30%)

- Ability to write and edit in AP style
- Coordinate, write and prepare marketing and communications updates for monthly membership e-newsletter.
- Prepare monthly marketing committee public relations report and quarterly Board of Directors report.
- Assist with year-round web-based press kit assembly and online distribution to include up-to-date facts, figures and timelines.
- Assist the marketing director and/or PR counsel in times of crisis or when unexpected urgent matters arise.
- Serve as editor for communications materials including news releases, news materials, online content, social media, program announcements and other materials as assigned.
- Aid in the development, implementation and management of external communications efforts.
- Be referral person for questions on department communications materials.
- Receive work assignments from marketing director based on current needs and experience / particular strengths in events and communications.
- Develop and coordinate multimedia packages, including but not limited to, letters, brochures, video, point-of-contact, internet updates and more for particular assignments.
- Develop direct communication programs, as dictated by the marketing director, and monitor roll-out of the campaign; check for success level at conclusion.
- Write and/or facilitate target audience newsletters as directed.
- Create and refresh web content for wisdells.com as directed by the marketing director.

Supervisory Responsibilities

No supervisory responsibility in this position.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests.

Business Acumen - Understands business implications of decisions; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Conserves organizational resources.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas.

Cooperation - Establishes and maintains effective relations; Exhibits tact and consideration; Displays positive outlook and pleasant manner; Offers assistance and support to co-workers; Works cooperatively in group situations; Works actively to resolve conflicts.

Use of Technology - Demonstrates required skills; Adapts to new technologies; Troubleshoots technological problems; Uses technology to increase productivity; Keeps technical skills up to date.

Job Knowledge - Competent in required job skills and knowledge; Exhibits ability to learn and apply new skills; Keeps abreast of current developments; Requires minimal supervision; Displays understanding of how job relates to others; Uses resources effectively.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree (B. A. in communications, marketing, business or journalism) from four-year college or university; plus a minimum of five years, preferably more, of related media, writing and communications experience and professional special events experience. Ability to effectively manage multiple projects and competing priorities, as well as demonstrated excellent written and oral communications skills (including AP style); strong organizational and time management skills and proficiency in MS Office Suite.

The ideal candidate will have hospitality experience and/or background, demonstrated skills to handle a variety of assignments simultaneously, superior writing and editing ability, plus can work under deadline pressure and extra hours if needed on assignments.

Language Skills

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio and percent and to draw and interpret bar graphs.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

Computer Skills

To perform this job successfully, an individual should have knowledge of Spreadsheet software and Word Processing software.

Certificates, Licenses, Registrations

None needed

Other Skills and Abilities

Prior writing, communications and/or special event management experience highly desirable.

Other Qualifications

As noted.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to use hands to type and talk or hear. The employee is frequently required to sit. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 50 pounds.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually quiet to moderate.