

**Wisconsin Dells Visitor & Convention Bureau
Job Description**

Job Title: Communications Coordinator
Department: Marketing & Communication
Reports To: Assistant Director of Marketing & Communications
FLSA Status: Non-Exempt
Last Updated By: Sarah Hudzinski
Last Updated Date: January 12, 2017

Summary Assists the Assistant Director of Marketing & Communications and Director of Marketing & Communications in implementing internal/external communication strategies. Utilizes strong public relation skills to represent the Wisconsin Dells area effectively through media, public and community communications. Coordinates various communications projects and processes, interacts with all teams and departments to ensure that the collateral and other communications reflect the Wisconsin Dells brand accurately by performing the following duties.

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

Communications & Public Relations (75%)

- Maintain contacts and relationships with media representatives to create opportunities for keeping Wisconsin Dells in front of the 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 Assistant Director of Marketing & Communications. 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 Assistant Director and/or Director of Marketing & Communications, as needed.
- Monitor press service/s for monthly summary reports (Cision).
- Maintain departmental system for maintaining and archiving press coverage.
- Maintain as directed departmental public relations procedures and support documentation, including crisis communication plan and public relations bible.
- Review, research and assist in updating the annual news media and public relations policies.
- Assist in the coordination of media training sessions for members.
- Coordinate Bureau media team desk side visits including dates, times, materials, gifts, etc.
- Assist in the coordination and logistics of special media and community relations events.
- Assist in 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 monthly public relations report.
- Assist with year-round web-based press kit assembly and online distribution to include up-to-date facts,

figures and timelines.

- Assist the Assistant Director or Director of Marketing & Communications and/or PR counsel in times of crisis or when unexpected urgent matters arise.
- Aid in the development, implementation and management of external communications efforts.
- Be referral person for questions on department communications materials.
- Receive work assignments based on current needs and experience / particular strengths in public relations and communications.
- Maintains open lines of communication with all organizations and provides prompt answers to requests. Assists with the coordination of Fox Sports weekend as directed by the Assistant Director of Marketing & Communications.

Marketing (25%)

- Assist in proof reading marketing and communication materials.
- Coordinate content creation for target audience newsletters and blog posts as directed.
- Assist in the execution of the social media strategy as directed by the Director of Marketing & Communications and/or Assistant Director of Marketing & Communications, to include working with other team members to cultivate content, maintain social calendar, and contest features.
- Assist in monitoring visitor communications via social media channels.
- Assists with media VIP tours and familiarization tours, film crews and photography activities as directed by the Assistant Director of Marketing & Communications.
- Assists the Marketing Coordinator in executing Bureau co-op photo/film program as directed by the Assistant Director of Marketing & Communications.

Attend member related events and actively participate in WDVCB, Wisconsin Dells Festivals and other related company sponsored events as requested.

Supervisory Responsibilities

This job has no supervisory responsibilities.

Organizational Competencies

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

It is expected that WDVCB employees are:

Dependable

Diligent:	Completes all tasks of a job in a timely and accurate fashion. Does what they say they will do with no excuses. Does not need reminders. Works to completion regardless of hours necessary.
Ethical:	Performs all work with the highest level of integrity, inspires trust. Does the right thing, especially when no one is looking. Maintains confidentiality.
Plans Well:	Plans and prioritizes appropriately. Plans for needed resources. Completes all coaching plan actions.
Efficient:	Uses both time and resources without waste.
Attendance:	Plans absences in advance and with notice.
Punctual:	Is on time for work, meetings and appointments.
Plays by the Rules:	Follows the rules, policies and guidelines of the WDVCB.

Respectful

Adaptable:	Adapts to change easily and with little resistance.
Communication:	Communicates clearly, genuinely and in the most efficient manner.
Coworker Champion:	Compliments the achievement of others and recognizes and celebrates extra effort.
Open:	Listens to others opinions and ideas and respectfully disagrees when theirs differ.
Team Player:	Offers assistance wherever and whenever needed and shows gratitude for assistance.
Courteous:	Is courteous and professional to all visitors and coworkers, doesn't pre-judge and never speaks negatively about them.
Time Management:	Is mindful of others workloads and schedules.

Positive

Work Face:	Professional in all communication and "checks life at the door". Exhibits genuine enthusiasm and enjoys their work.
Problem Solving:	Looks for solutions and offers suggestions instead of complaining.
Upbeat:	Looks for the good in everything – their energy brings others around them up. Avoids dramatic and negative people.
Leadership:	Portrays traits and behaviors that others want to emulate.
Walks the Talk:	Consistently displays positive, "glass half full" attitude – doesn't just say "I'm positive!"

Coachable

Growth:	Wants to improve, knows they have more to learn and room to grow.
Team Player:	Appreciates others opinions and wants to learn from them.
Reflects:	Looks in the mirror – reflects on their thoughts and actions as contributing factors and not that of others.
Change:	Applies coaching and feedback to prevent issue/error reoccurrence.
Acceptance:	Accepts and learns from constructive criticism.

Education and/or Experience

Bachelor's degree (B. A. in communications, marketing, business or journalism); plus a minimum of three years, preferably more, of related media and communications 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 and superior writing and editing ability.