



## Wisconsin Dells Visitor & Convention Bureau Job Description

**Job Title:** Communications Manager  
**Department:** Marketing & Communications  
**Reports To:** Director of Marketing & Communications  
**FLSA Status:** Exempt  
**Last Updated By:** Sarah Hudzinski  
**Last Updated Date:** 09/11/17  
**Consultant Review Date:**

### SUMMARY

The Communications Manager, under the direction of the Director of Marketing & Communications, plans and implements internal/external communications strategies to ultimately create growth in the economic impact of tourism for the Wisconsin Dells area. This position utilizes strong public relation skills to reflect the Wisconsin Dells brand accurately through media, public and community relations.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

In addition to the tasks summarized below, other duties may be assigned.

#### Public /Media Relations (est. 35%)

- Manages the production of Bureau media materials, including Media Guides, updates, releases and advisories with contract publicists.
- Manages and evaluates public relations procedures and support documentation.
- Oversight of interview preparation materials and talking points.
- Serves as WDVCB spokesperson as needed or directed.
- Develops contacts and relationships with media representatives to create opportunities for keeping Wisconsin Dells in front of the public and the trade.
- Oversees Media Pass program by managing policies and processes for media visits and inquiries for assistance.
- Monitors trends in destination media relations.
- Manages the annual Waterslide-athon event and corresponding collateral.
- Coordinates internal and external media training and crisis communication training.
- Participates in media sensitivity training and public relations seminars as necessary.
- Assists the Director of Marketing and Communications and/or PR counsel in times of crisis or when unexpected urgent matters arise.
- Conducts desk side visits and attends trade shows as necessary.
- Reviews the WDVCB's crisis communications plan annually/as needed.

### **Communications (est. 35%)**

- Assists in the development of annual media and social content strategy.
- Effectively communicates Bureau marketing and communications plans to members, internal staff, the community and media.
- Monitors systems and procedures necessary to the efficient operation of the communications and public/media relations functions of the Bureau.
- Establishes and maintains relationships with industry influencers and key community and strategic partners.
- Manages the annual Fox Sports Weekend event.
- Manages all aspects, in conjunction with the Marketing Manager, of the Bureau's social strategy.
- Provide editorial and proofreading support for all marketing and communications collateral.
- Assists the Director of Marketing & Communications with budget oversight.

### **Supervisory Responsibilities (est. 30%)**

- Directly supervises the Communications Coordinator position.
- Implements coaching plans and mentoring opportunities to develop a culture of teamwork, employee development and accountability.
- Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

### **Other**

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

## **ORGANIZATIONAL COMPETENCIES**

To perform the job successfully, the employee 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.

### **QUALIFICATIONS**

To perform this job successfully, then 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.

#### **Required Skills**

- Proficient in Microsoft Office Professional.
- Thorough knowledge of AP Style

#### **Other Skills and Abilities**

- Ability to demonstrate excellent written and oral communications
- Superior attention to detail
- Strong organizational and time management skills

### **EDUCATION AND/OR EXPERIENCE**

Bachelor's degree (communications, marketing, business or journalism) plus a minimum of five years, preferably more, related media and communications experience. Minimum of two years, preferably more, supervisory and/or leadership experience.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by the 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 sit, use hands to type, talk, and hear.
- 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 the 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.

- The noise level in the work environment is usually quiet to moderate.