



City of Irving Job Description

CVB Communications Manager

FLSA Status:	EXEMPT	Job Department:	Irving Convention & Visitors Bureau (ICVB)
Job Code:	11511	Reports To (Job Title):	Assistant Executive Director - Marketing & Communications

PURPOSE

To direct, develop, oversee, and manage all public relations, media, and communications efforts of the Irving Convention and Visitors Bureau (ICVB) and the Irving Convention Center (ICC); Promote and create awareness of the city of Irving as a premier visitor and meeting destination, directly to all aspects of the media (including trade, lifestyle and business) and indirectly to meeting planners, business and leisure travelers; Serve as lead public relations liaison for the ICVB and ICC to Irving's 75+ hotels and the hospitality industry at large; Represent the Bureau, Center, and City as the liaison to various community and industry organizations and efforts; Promote the importance, value and impact of the hospitality industry and the role of the Bureau and the Convention Center to the local community; and to achieve the highest levels of customer satisfaction for clients at Irving hotels, the Irving Convention Center, and other Irving venues, in order to promote effective revenue generation for the City from these sources.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Design and implement ICVB communication and media strategies for external positioning to targeted audiences; Advance the mission of the CVB and promote a positive brand reputation in all communications with stakeholders, including the board, staff, partners, media, and the general public.
- Establish, cultivate and maintain good working relationships with local, regional, national, industry, consumer, trade and international media representatives on behalf of the ICVB, the Irving Convention Center, and Irving hotels.
- Develop, create, prepare and oversee the production of press releases, media advisories and press materials to generate coverage of and interest in Irving and its events, attractions, meeting groups and other newsworthy topics; Promote attractions & community events to visitors.
- Develop and manage on-going research identifying targeted media; Develop, create and oversee the maintenance of databases of all pertinent local, regional and national media, from both trade and leisure publications; create and develop profiles of publications for greater effectiveness when pitching specific story ideas; research respective destination profiles; Develop editorial calendars; maximize media opportunities.
- Design, develop and conduct media events, press tours/familiarization tours, regional/national media blitzes and local events that promote Irving as a destination for convention, business, meetings and leisure travel.
- Manage and oversee the distribution of information to media and other targeted audiences specifically regarding all aspects of the Irving Convention Center and its events, convention groups, design and other newsworthy topics; Build campaigns and stories for unique selling points.
- Act as liaison between the ICVB and ICC with state and local tourism organizations to position Irving and its convention center to take best advantage of joint promotional and media opportunities.

- Promote Irving, the ICVB, and the ICC to the hospitality industry locally, nationally and regionally through involvement in organizations such as Visit DFW, Public Relations Society of America, Texas Travel Industry Association, and others; Act as primary media liaison for signature Irving events and projects including, the Westin Convention Center Hotel and the Toyota Music Factory.
- Demonstrate proven value of PR initiatives by tracking coverage in print, broadcast, and online; and calculate media/advertising impressions/value for reporting to the Board of Directors.
- Create and execute an overall social media plan for the Irving Convention Center that results in growth of followers, reach and impressions, as well as a high level of interaction and engagement.
- Leverage the Irving Convention Center's social media channels to promote ICC events, as well as additional Irving attractions, Toyota Music Factory, restaurants, hotels and more.
- Develop relationships with other social media leaders and influencers across industries that will help strategy and execution; Collaborate with community partners to identify priorities, and share tools for amplifying each other's messages.
- Partner with CVB Marketing Manager to enhance efforts to establish Irving's image and reputation as a top-tier destination.
- Manage communication division vendors and services, ensuring all remain within budget requirements.
- Perform related duties as assigned.

OTHER DUTIES AND RESPONSIBILITIES

- Establish a brand journalism approach to provide concise, conversational, compelling and creative content for press releases that are optimized for search engines; Use videos, photos and multimedia in pitches; develop strategy to integrate blogger and influencer programs into PR efforts.
- Research, create content and develop clear, compelling copy for additional mediums including all ICVB advertorials, native-sponsored content, letters and speeches for key executives, blog posts, sales copy and other publicity materials.
- Establish a systematic approach to engage journalists using the latest social media tools, in addition to traditional strategies; Pitch A-list journalists seeking sources and stories via Twitter, Facebook, and other channels.
- Integrate PR and social media strategy with overall marketing strategy and campaigns; Establish long-range calendar of events; Research and develop editorial, advertorial and social media content calendars.
- Develop and maintain an online newsroom as a resource for media; continually update media/press kit to include new development, attractions and latest statistics; Develop and frequently update crisis communication plan for the ICVB, as well as, the Irving Convention Center.
- Design, create and manage promotions and social media advertising plans for the Irving Convention Center with a specific focus on development and execution of social media campaigns for public events at the Irving Convention Center resulting in increased attendance.
- Disseminate important information about the Irving Convention Center – i.e., events, benefits of booking, new development in the area, nearby restaurants, café hours – directed to a wide variety of audiences; Use targeting tools to segment audiences for specific messages. Note: Audiences include very diverse groups of event attendees, event and meeting planners, brides and wedding planners, the local Irving community and the general public.
- Monitor and respond to user-generated content on various media channels.

SUPERVISORY RESPONSIBILITIES

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 1-2 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Administer, monitor and coordinate budget for the PR agency of record, database and media monitoring services, additional outside vendors, as well as events and special projects throughout the year. Also, manage social media budgets to help increase reach through paid placement and campaigns, with budget responsibility of approximately \$50,000 - \$100,000.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Equivalent to a bachelor's degree in communications, public relations, journalism, marketing or a related field.

EXPERIENCE

- At least five (5) years of progressively responsible experience in public relations, communications, marketing, or journalism is required.
- Hospitality industry experience is *preferred*.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, may be required.
- APR certification is *preferred*.

KNOWLEDGE OF

- Communications and Media: Media production, communication, and dissemination process, techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media; Expertise at pitching to the media; Principles of journalism and public relations.
- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Tourism and Hospitality: An understanding of the hospitality industry, the Convention & Visitors Bureau (CVB), and city missions, goals, and objectives, as well as, pertinent federal, state, and local laws, codes, and regulations.
- Geographic layout of Irving, its attractions, restaurants, venues, selling points, and recreational activities.
- Media Planning: Thorough understanding of various media platforms; techniques to develop and maintain an effective, targeted, and timely social media plan; how to work with multiple staff members regarding social media tactics and protocol.
- Social Media Developments: Current and emerging platforms, technologies, trends, and changes within social media, as well as, social media best practices.
- Confidentiality: Methods and techniques of the proper handling and precautions for classified, confidential, and sensitive information.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City, including the Microsoft Office Suite and Adobe DC.

- Graphical Design: How to use computer design to create effective and appropriate promotional materials, including photo editing, web content, and other visuals. Format flexibility to utilize different media outlets; Advanced knowledge of digital platforms.
- Industry Software: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as SimpleView, Adobe Creative Suite, Digital Asset Management software. Note: This role requires advanced digital platform usage.

SKILLS AND ABILITIES IN

- Social Media Coordination: Balancing a high level of writing, content creation and editing with a savvy knowledge of social media listening, monitoring, and engagement on a variety of platforms.
- Media Collaboration: Working with high-profile media activity, such as ICVB/ICC media tours and journalist visits, and collaborating with other professionals, such as designers and public relations specialists, on large- and small-scale projects.
- Narrative Creation: Conducting interviews, developing story lines and soliciting media placements in order to generate relevant, timely topics of interest.
- Cooperation: Establishing and maintaining positive, highly-effective working relationships with those contacted in the course of work, including ICVB/ICC staff, media, industry partners, and civic leaders.
- Media Persuasion: Selling media members/outlets in covering or responding to various Irving destination, convention, business and economic impact story ideas and pitches.
- Search Engine Optimization (SEO): Identifying and implementing strategies and tactics that maximize the targeting, visibility, and effectiveness of online media presences in search engine results.
- Research: Conducting research including design and measurement, sampling and survey, and data handling by the use of computers.
- Maintaining Current Knowledge: Reading, analyzing, and interpreting general business periodicals, professional journals, technical procedures, or governmental regulations. This includes staying abreast of industry trends, issues, and innovations generally.
- Time Management: Managing time wisely by identifying, setting, and meeting deadlines.
- Organizational Strategies: Tracking multiple variables by sorting, grouping, and calendaring.
- Prioritization: Selecting, from multiple options, activities to achieve a goal.
- Judgment and Decision Making: Weighing the relative costs / benefits of a potential action.
- Initiative: Anticipating work needed to meet objectives and taking appropriate action.
- Self-Management: Working independently with minimal or no supervision.
- Written and Oral Expression: Clearly and concisely communicating information and ideas in writing, as well as through speech, so others will understand.
- Copywriting: Effectively writing for traditional print publications, websites, online content, blogs, social media and multi-media channels; also, using AP Style when appropriate.
- Interactive Presentations: Effectively presenting information to groups and responding to questions from a variety of audiences.
- Value Assessment: Appropriately discerning the value and Return on Investment (ROI) of constantly emerging new media so that ICVB and ICC resources are best utilized.

GUIDANCE RECEIVED

General Standards

A range of professional standards and methods guide completion of assignments and decisions made. Adherence to policy, City procedures and general supervisory direction is expected. Position incumbents are responsible for making recommendations about changes to methods, procedures and policies and helping to implement changes.

CONTACTS

Internally, this position has daily interaction with ICVB and ICC staff on all levels. Regarding other city staff, it communicates with some frequently, primarily in the Communications Department, while communicating with others, including city attorneys, only occasionally.

Externally, it has frequent public and media contact, representing the total organization. It communicates daily with local citizens and visitors via social media platforms; weekly with industry partners, community partners, local media, trade media and trade advertising executives; occasionally with Irving citizens at various events, hospitality industry members, nationwide CVB staff, associations such as Texas Tourism, as well as, the ICVB Board of Directors, Council Members and Mayor. It is frequently required to exercise independent judgment, discretion and initiative while utilizing tact and courtesy when engaging with business and industrial representatives, government officials and/or the general public.

EQUIPMENT AND PROPERTY

This position utilizes a computer, tablet, smartphone, scanner, printer, copier, office phone, office machinery, camera/video, and/or a vehicle.

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.*

A complete range of movement/activity is required in the position including but not limited to: balancing, carrying, climbing, crawling, grasping/handling/feeling, kneeling, lifting (up to 25 lbs.), listening, pulling or pushing, reaching, running, seeing, sitting, standing, stooping, talking, walking, etc. Additionally, driving or riding in a vehicle, and flying in an airplane may be required.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The typical work environment is an environmentally-controlled business office with weekday hours in the range of 7 a.m. to 7 p.m., with the potential for earlier mornings, later evenings and weekends. There are occasions when, in order to perform your job, you may have to work in a confining space, dirty environment, extreme temperatures or weather conditions, air contamination (strong odors, smoke, etc.), improper illumination, noise, etc.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.