



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
**COMMUNICATIONS & PROMOTIONS
COORDINATOR**

(TOURISM DIVISION)
PARKS, RECREATION AND TOURISM

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position is responsible for developing and coordinating public relations, media, and promotional activities in support of the City's tourism programs. Reports to the Administrator of Tourism.

ESSENTIAL JOB FUNCTIONS

Plans, evaluates, and manages public relations, media and promotions for the Tourism Division by assessing marketing opportunities and competitive market conditions; responds to media and photo requests as well as inquiries for promotional opportunities and media; creates a variety of media releases and distributes them locally, regionally, and nationally to increase awareness of the City as a tourism destination; coordinates promotional materials including, but not limited to media kits, video news releases, broadcast interviews, slide sets, digital images, and CD-ROMs. Updates travel and event web sites, travel books, guides, and other tourism publications; composes editorial copy and feature stories.

Serves as a liaison to the Virginia Tourism Corporation and Virginia Film Office in the areas of media, public relations and promotion. Submits necessary information for all Virginia Tourism Corporation publications and advertorial opportunities that stem from advertising.

Coordinates film and media requests as well as media familiarization tours; attends media marketplaces and sales missions; assists in development and maintenance of image library, including slides, photographs, digital images, and videos. Assists in the organization and implementation of film shoots and photo contests to add new images to library.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- Tourism - Knowledge of travel, tourism, marketing principles, practices, advertising mediums, and techniques. Knowledge of the policies and procedures, organization and functions of the Tourism Division. Knowledge of the geographic layout of the City, including all tourist attractions.

- Media Relations and Communications – Knowledge of the principles, techniques and methods of media/public relations, marketing and communications. Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids. Knowledge of advertising and publicity techniques. General knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- Customer Service – Thorough knowledge of principles and processes for providing customer services. This includes meeting quality standards for services and evaluation of customer satisfaction.
- Technology – Utilizes a personal computer with desktop publishing software, word processing, spreadsheet and related software.

REQUIRED SKILLS

- Judgement/Decision Making -Uses logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions.
- Interpersonal Relationships – Develops and maintains cooperative and professional relationships with employees, managers, and representatives from other departments and organizations.
- Time Management - Plans and organizes daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.

REQUIRED ABILITIES

- Communication – Ability to communicate ideas and proposals effectively so others will understand to include preparing and presenting a wide variety of related community and public relation materials. Ability to listen and understand information and ideas presented verbally and in writing.

EDUCATION AND EXPERIENCE

Bachelor's Degree in Communications, Public Relations, Business Administration or a related field and 3-5 years related marketing, development and research experience or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

Acceptable general background check to include a local, state and sex offender criminal history check and a valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, and traffic hazards.