

Visit Sarasota County Job Description
Communications & Public Relations Coordinator
Date: April 2021

General Description

This position is responsible for all aspects of communications and public/media relations for the destination including supervision of the Public Relations contractors.

The Communications & Public Relations Coordinator serves at-will and this is a non-exempt position.

Reporting and Working Relationship

This position reports to the Vice President.

The Communications & Public Relations Coordinator works closely with all other staff members of VSC.

This position is part of the Brand Team.

Minimum Qualifications & Skills

- Strong English written and verbal communication skills.
- College degree preferred.
- Must have the ability to maintain accurate information in partner and communication databases, and to organize all content assets within VSC database.
- Experience in the travel and tourism professions and / or strong public relations background.
- Must have own transportation to attend events in Sarasota County.
- Strong computer skills required, including knowledge and competency in Microsoft Office applications and the ability to become proficient in the VSC CRM database/software program.
- Must have valid driver's license and US passport.
- Must be able to lift 35 pounds.
- Ability to travel out of the area for overnight stays for up to one week.

Primary Duties and responsibilities for Communications & Public Relations Coordinator

COMMUNICATIONS

- Prepare and execute domestic and international annual public relations budget and plan for VSC.
- Supervision of Public Relations to include managing vendors; preparation of press trip itineraries, press releases, travel leads to industry members, story ideas and pitches, media inquiries, and press familiarization trips.
- Coordinate content for annual visitor guide in cooperation with publisher, VSC vendors and VSC team.
- Promote VSC activities and advocate for tourism industry to Sarasota County media outlets to garner positive publicity.
- Coordinate the management and as applicable, distribution, of video and photography libraries alongside the Brand Team.
- Manage the media central page on VSC website
- Coordinate production and completion of e-newsletters and communications for partnership/hospitality industry (Partner Portal/Extranet included) and consumers, including the upkeep of editorial and content calendars alongside the brand team.
- Work with VSC Staff to publicize special events and promotional programming such as National Tourism Week, and Savor Sarasota Restaurant Week.
- Coordinate promotional efforts and prize give-a-ways, terms and conditions/legal verbiage, coordination/documentation. Work with VP to ensure terms and conditions and any legal needs are being met.
- Maintain knowledge of Sarasota County news and activities. Stay in close touch with VSC partners on their activities and events; promote use of PitchUs@VisitSarasota.com email address.

- Prepare required weekly, monthly, quarterly, and annual reports for VSC, Industry, TDC, BCC, and anyone else as applicable.
- Participate in development of VSC plans, goals, and objectives.
- Prepare and forward article clippings to partners/industry. Utilize news clipping service to organize. Document in CRM.
- Compile and prepare award entries for VSC activities/programs/efforts, on an on-going basis.
- Writing, compilation, and/or coordination on various VSC team members communications needs. Write editorial's for VSC staff, such as the President's monthly "indicators" article in the Sarasota Herald Tribune on various VSC or tourism topics,
- Prepare monthly content about VSC for Destination Florida
- Compilation and organization of Sarasota County accolades.
- Assist with VSC Program communications as needed by Partnership and the Vice President.

SOCIAL

- Assist Website & Social Media Coordinator with monitoring and managing digital presence of Visit Sarasota County on Facebook, Twitter, Instagram, YouTube, TripAdvisor and Google daily.
- As needed, respond and engage visitors on social media platforms as needed. Share/re-post content in conjunction with the Website & Social Media Coordinator.