



HUMAN RESOURCES DEPARTMENT

POSITION DESCRIPTION

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| TITLE: | Communications Manager | LAST UPDATED: | 10/28/2015 |
| DEPARTMENT: | Convention & Visitors Bureau | JOB CLASS: | |
| REPORTS TO: | Director of Marketing and Communications | FLSA DESIGNATION: | Exempt |

Summary: Under the general direction of the Director of Marketing & Communications, the Communications Manager is responsible for the development of organizational press releases, PowerPoint presentations, content management of the Frisco Convention and Visitor's Bureau (CVB) website, including the Frisco CVB blog and manages all content management of the CVB's social media channels.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.

Essential Job Functions:

- Assists the Director of Marketing and Communications in the implementation of the CVB marketing plan.
- Assists in CVB media planning.
- Serves as a contributing writer, photographer and layout artist for CVB electronic and print digital components, including the CVB internet site and CVB e-newsletters and blogs.
- Manages and edits content from contributing writers for CVB publications.
- Designs and facilitates layout for electronic versions of CVB presentations.
- Prepares, rewrites and edits copy to improve readability, and serves as editor who contribute articles for publication.
- Trains and reviews requests, and inquiries submitted by CVB site users.
- Writes press releases and assists with media briefings and distribution.
- Assists with the development of CVB social media plans, themes, programs and contests.
- Manages promotions and social ad campaigns for the CVB.
- Monitors and responds to users in social media platform while cultivating social media leads.
- Creates systems and methods to grow engagement and traffic/followers to CVB social media platforms.
- Writes, edits content for city's social media platforms, i.e. Facebook, Twitter, SnapChat, Periscope, etc
- Serves as primary public information contact for media inquiries in Director's absence
- Participates in developing and maintaining media relations.
- Assists Director of Marketing and Communications on all creative assets for social media.
- Manages all online contests and sweepstakes; working with partners to obtain in-kind prizes for distribution.
- Analyzes statistical data related to CVB internet site, e-newsletter and city website.
- Reports on analytics of social media efforts and digital advertising.
- Analyzes campaigns and translates anecdotal or qualitative data into recommendations and plans for revising social media campaigns.
- Monitors trends in social media tools, applications, channels, design and strategy.
- Assists in working with all forms of media to help garner media coverage about Frisco and everything going on that involves the Frisco CVB.
- Assists in maintaining national, regional, state and local profile in the travel industry through associations, committees and marketing cooperatives.

Other Important Duties:

- Travels to attend tradeshow, meetings, conferences and training.

- May be required to attend special events and meetings during evenings and weekends, as needed.
- Performs other related duties as assigned.
- Regular and consistent attendance for the assigned work hours is essential.

Required Knowledge and Skills:

- Knowledge of City policies and procedures.
- Knowledge of web site design and administration and desktop publishing.
- Skill in public relations and communicating with a wide variety of people.
- Skill in establishing and maintaining effective working relationships with employees, management, outside agencies and the media..
- Skill in organizing work flow and managing multiple projects.
- Proficient in managing social media channels.
- Proficient in verbal and writing skills, including a command of grammar, usage and vocabulary.
- Proficient in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Adobe Creative Suites, Microsoft Word, Power Point, Front Page, Access and Excel.
- Ability to work under deadlines and stressful situations.
- Ability to define and resolve problems quickly and effectively.
- Ability to analyze and interpret general business periodicals, professional journals.
- Ability to write clear, concise reports and business correspondence.

Preferred Education, Experience, and Certifications:

- Bachelors Degree in Marketing, Communications, Public Relations, Journalism or related field plus two (2) years experience in tourism/destination experience **OR** equivalent combination of education and experience.
- Must pass pre-employment drug screen, criminal background check and MVR check.
- Must possess valid State of Texas Drivers License.

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in an office setting, off site and at special events.
- May be subject to repetitive motion such as typing, data entry and vision to monitor.
- May be subject to extended periods of standing, bending, reaching, kneeling and lifting such as setting up for meetings and events, transporting audiovisual equipment, or materials and supplies.
- May be exposed to extreme weather conditions during special events, media briefings or public emergencies.

Equipment and Tools Utilized:

- Equipment utilized includes personal computer, copier, calculator, fax machine, camera and video equipment, and department vehicles.

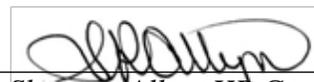
Approved By:

Signed by Marla Roe, Director Frisco CVB

Marla Roe, Executive Director, Frisco Convention & Visitor's Bureau

11/12/2015

Date



Shannon Allyn, HR Generalist

11/11/2015

Date