**JOB DESCRIPTION**

**Position: Director of Communications**

FLSA: Exempt

Department: Marketing

Direct Report: SVP/Chief Marketing Officer

**About Visit Dallas**

Visit Dallas is an independent, not-for-profit organization comprised of professionals serving as the sales and marketing arm for Dallas. Our mission is to market Dallas globally to benefit our community and visitors. Our efforts have significantly increased awareness of Dallas locally, nationally and internationally, and have resulted in Dallas being recognized as one of the top convention destinations in the nation and the number one visitor destination in Texas.

**SCOPE**

The Director of Communications is responsible for generating earned media for Dallas as a leisure and meetings destination, and for establishing Visit Dallas as the go-to resource for data and insights on the travel, tourism and meetings industry in Dallas. Responsible for crafting and maintaining Visit Dallas’ key messaging points – including who we are and what we do, our economic impact, and our value as an organization to the city of Dallas – for both internal and external audiences. Manages internal PR team and provides strategic oversight of domestic agency of record.

**DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS: (individual duties, assignments, and responsibilities required of the position)**

**Earned Media Relations**

* Create a cohesive long-term public relations plan aimed at generating earned media for Dallas and strengthening our visibility as a premier leisure and meetings destination.
* Develop a communications plan in alignment with overarching organizational goals that includes strategy and implementation of emerging and traditional media and public relations tactics.
* Responsible for managing internal and external communications relative to issues that have the potential to impact visitor experience to Dallas and brand image.
* Maintain crisis communications plan and serve as primary point of contact for staff and leadership in moments of crisis.
* Provide strategic oversight of PR agency and Visit Dallas PR staff who execute press outreach, media events, media visits, media calls, crisis communications support and press material development.
* Establish and implement PR metrics that tie-in with broader organizational goals. Evaluate leisure, trade and local media coverage, and communicate progress on goals and key messaging pull-through to Visit Dallas leadership.
* Locally, build rapport with reporters to tell the overall Visit Dallas story, while improving awareness and importance of tourism and of our organization to the community. Establish Visit Dallas as the authority on data and travel and tourism trends/insights in the city.

**Visit Dallas Messaging and Executive Communications**

* Responsible for crafting and maintaining Visit Dallas’ key message points, including who we are and what we do, our economic impact, and our value as an organization to the city of Dallas.
* Regularly communicate key messages to Visit Dallas staff; ensuring the team is speaking with a unified voice.
* Manage communications for CEO, executives and senior staff, including drafting talking points, letters and quotes.
* Draft messaging and remarks for CEO speaking engagements and Visit Dallas events, including the Annual Meeting.
* Coordinate, compile and draft key organization-wide reports, including:
  + Annual report – submitted every December
  + Business plan – submitted every April
  + Board of Directors reports – quarterly
  + City reports – quarterly

**Community Relations**

* Strengthen and grow existing and new relationships with local PR contacts at venues, hotels, restaurants and attractions.
* Establish Visit Dallas as the organization that brings this community together for collaboration, networking and best practices.

**SUPERVISORY RESPONSIBILITIES: (personnel supervision, budgets, performance, etc.)**

* Communications Manager
* Domestic PR agency of record
* PR budget

**EDUCATION AND/OR EXPERIENCE: (special training, certifications, college degree, etc.)**

* Bachelor’s degree in public relations, journalism or related field
* Minimum 10 years of experience in public relations/communications field
* Prior management and communications experience required
* Hospitality industry background preferred
* Working knowledge of Dallas and venues

**KNOWLEDGE, SKILLS AND ABILITIES (technical, communication, interpersonal, etc.)**

* Solid administrative, interpersonal, organizational, written and computer skills
* Very strong writing skills
* Strategic mind with an ability to manage many different projects, and people, at once

**WORK ENVIRONMENT: (overtime, travel, physical demands, and conditions)**

* Position functions in an office environment
* Evening and weekend time commitments as well as some domestic and international travel are required

***The above information in this job description has been designed to indicate the general nature and level of work performance by employees within this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employee assign to this job.***

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Signature Date

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Print Name