

## Position Description:

### Vice President of Communication Strategy

#### Organization

As the region's official tourism marketing agency, VISIT PHILADELPHIA® is our name and our mission. Through groundbreaking advertising campaigns, a nationally recognized web and social media presence, and collaborative relationships with local and national partners, we build Greater Philadelphia's image, drive visitation and boost the economy. Now, in our 25<sup>th</sup> year of tourism marketing, we'll help lead Greater Philadelphia's tourism and hospitality recovery in the wake of COVID-19. For more information about our work, please go to <http://www.visitphilly.com/about/>.

At VISIT PHILADELPHIA, our greatest investment has always been in our staff — smart, passionate, creative and innovative people who work hard and smart to tout Greater Philadelphia as a must-visit leisure tourism destination. We offer generous and competitive benefits, including comprehensive medical, dental and company-paid vision plans; company-paid life and disability; 401(k) and company match program; and competitive paid time off programs.

#### Position

This newly developed position at VISIT PHILADELPHIA, the VP of Communication Strategy, will play a pivotal role in the intersection of strategy in tourism marketing, media and stakeholder communications.

This position requires creativity, passion, and skill. The ideal candidate possesses a keen understanding of industry trends, media conversations and cultural moments to find new storytelling opportunities to elevate Greater Philadelphia's brand relevance. The world is changing. To be effective, communication programs must be delivered in new and existing ways to a wide range of mediums.

This senior-level position will drive all press strategies and communications programs for stakeholders.

The VP of Communication Strategy must have experience in purposeful messaging working with executive leadership teams to plan, research, organize, and execute internal and external communication initiatives to implement the organization's mission.

Tactical elements include oversight of internal teams and external agencies. The VP of Communication Strategy must drive programs, messaging, partnerships and new ideas. The candidate must fundamentally understand what makes our region, Greater and the potential to be Greater even still. The ideal candidate has well-established relationships in Philadelphia among many different community, corporate and civic leaders. They are passionate about tourism and have a drive to make a positive impact for our region's economy through tourism.

## Core Responsibilities includes but is not limited to:

- Support CEO, CMO, Chief Innovation and Global Diversity Officer in the development and implementation of integrated 360-degree communications strategies to raise Greater Philadelphia's profile in the U.S., Canada and Mexico
- Responsible for the media strategy, including having an in-depth knowledge of the local media landscape and strong relationships with important business, travel, political, lifestyle, media
- Lead the development and execution of external and internal crisis communications strategy and responses
- Lead the development and execution of external DEI communication strategy
- Work with and provide support to the Internal Communications team including message creation and /or review, as well as overall strategy alignment
- Work cross-functionally to drive communications efforts including tourism marketing, Inclusion and Diversity, Corporate Social Responsibility, Innovation, Leadership, leisure tourism including arts and culture, dining, festivals and events, community, business and revitalization
- Work with the internal and external communications and social media teams on the development of corporate press releases and position statements for both internal and external communications. Enhance visibility/positive image and reputation, while promoting consistency in tone and message content.
- Oversee visiting journalists' program, out of market press events, international media opportunities with our stakeholders and industry partners
- Develop innovative news items based upon data, research, trends and creative ideas generated by the marketing teams and media buy
- Drive Corporate Communications to build external relationships with thought leaders/ stakeholders/media to grow industry awareness and stakeholder relationships
- Responsible for the development of corporate communication opportunities such as opportunities for conferences, speaking opportunities, industry events
- Manage the research, outreach and submissions for key industry awards and honors
- Assist in media outreach to leverage local community relations and social responsibility projects
- Develop and execute corporate and sustainability messaging and learning sessions for wider Communications team
- Manage in the development and creation of all media reporting and presentations for department including weekly, monthly, quarterly and yearly reports
- Manage relevant budgets, adhering to all accounting policies

## Qualifications

- Minimum of 15+ years of experience in corporate or major non-profit communications, journalism, legislative or community affairs
- Proven strategic planning, media relations and issues/crisis management skills
- Strong communicator with ability to negotiate, persuade and counsel effectively
- Great interpersonal skills with the ability to interact effectively with all levels of management, as well as with people from a variety of cultural backgrounds

- Strong organizational and time management skills
- Established relationships with media
- Ability create and maintain strong relationships with corporate media
- Excellent writing and editing skills are key qualifications
- Must be able to travel 20% of the year for corporate events

## Educational Requirements

- BA or BS in Communications, Marketing, Journalism or relevant field; MS degree preferred

*Please send a cover letter, resume and salary requirements to: [jobs@visitphilly.com](mailto:jobs@visitphilly.com). VISIT PHILADELPHIA is an Equal Opportunity Employer that encourages candidates of all backgrounds to apply. Thank you for your interest.*