



## Marketing Communications Specialist – Travel Paso

**Summary:** This newly created position will lead Travel Paso's active engagement with visitors and community tourism stakeholders by helping to develop and manage Travel Paso's communication and marketing platforms. The ideal candidate will be an enthusiastic and vibrant member of the growing Travel Paso team and will help lead the implementation of strategies to promote Paso Robles as a top destination for international and domestic visitors while also expanding communication within our local tourism industry.

### What You Will Do:

- Serve as the point of contact for Travel Paso among its visitors and community stakeholders
- Digital Marketing - Develop, write and create content to execute a destination marketing strategy across multiple platforms:
  - Manage consumer and constituent email campaigns. Coordinate testing and data analytics
  - Manage day-to-day social media – Facebook, Instagram, Twitter
  - Website content development and updates
  - Constituent outreach and updates on digital platforms
- Manage the communications calendar for community tourism stakeholders to share upcoming promotional and sales opportunities
- Develop and manage the communication and distribution schedules for the Travel Paso Board and Committees in order to comply with meeting deadlines and Brown Act requirements
- Develop materials and presentations for use at Travel Paso Board and Committee meetings and other industry-related events
- Represent Travel Paso at industry-related events and activities
- Reports to the Executive Director

### Ideal Candidates Will Possess:

- Bachelors Degree in marketing or communications and 3 to 5 years of professional experience to include social/digital marketing and/or communications responsibilities

- Outstanding written and verbal communication skills with attention to detail
- Proficiency with basic computer programming including Word, Excel, Powerpoint, some HTML skills and familiarity with Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Excellent project management and organizational skills; ability to multi-task and pivot quickly
- Self-motivated with ability to solve problems and make decisions independently or within a growing team
- Some knowledge and understanding of the tourism industry

#### How to Apply:

Please submit a cover letter and resume that outlines your experience and describes why you would like to join the Travel Paso team to: [jobs@travelpaso.com](mailto:jobs@travelpaso.com).

#### About Travel Paso:

Identified as one of California's premier wine country destinations, Paso Robles is quickly becoming a desired destination for discerning wine connoisseurs, fun-seeking families and outdoor enthusiasts seeking a relaxed and inviting experience in the Central Coast. Travel Paso is the newly established official destination marketing organization (DMO) responsible for the development and implementation of a comprehensive destination marketing plan for Paso Robles while also serving as the leader of the community's tourism industry.

Travel Paso offers a competitive salary and benefits package.