

VICE PRESIDENT OF COMMUNICATIONS

Destinations International | Remote





Who We Are

As the global trade association for official destination organizations and convention and visitor bureaus (CVBs), Destinations International protects and advances the success of destination marketing worldwide. Destinations International's membership includes over 700 official destination organizations with more than 7,500 individuals in over 22 countries that command more than \$2 billion in annual budgets. As the world's largest and most reliable resource for destination organizations, we inform, connect, inspire, and educate our members with the goal of driving destination economic impact, job creation, community sustainability, and quality of life through travel.

Our Purpose

We believe that destination organizations positively impact local communities as a dynamic place to visit, live, and work. As such, Destinations International, the global association for destination professionals, elevates tourism by educating, equipping, empowering, and connecting its members to better fulfill their missions and achieve positive results around the world.

Pillars

COMMUNITY: Destinations International fosters a strong, global community of professionals and promotes the exchange of information, knowledge, and best practices. Our over 800 member organizations and strategic partners from across the globe connect to exchange knowledge and best practices and network with each other to help their individual communities thrive.

PROFESSIONAL DEVELOPMENT: We are the definitive resource for professional development within the destination marketing and management industry. We offer ongoing educational opportunities both in person and online and are committed to providing professional development and lifelong learning for our members.

DESTINATION TOOLS: Destinations International offers a suite of products built on best practices, insights, and research. We work to raise the effectiveness of destination organizations, increase relevancy among the destination's community, raise the level of professionalism through accreditation, and provide actionable best practices and strategies for the sustainable success of destinations.

ADVOCACY & RESEARCH: Destinations International is the collective voice of destination organizations, empowering destinations on issues big and small. We strive to be champions for our members and recognize the importance of keeping our members abreast of the challenges and opportunities presenting themselves in the marketplace.

Service Standards

- We deliver value at every level of our members' organization.
- We provide the most sophisticated and focused professional development for destination organization professionals in the world.
- We host the most comprehensive and accessible networking events in the industry.
- We create the industry's most trusted tools to bolster our members' impact on their communities.
- We provide inspiration and tools, and professional development for our members to advocate on their own behalf and of the industry as a whole.
- We stay focused on the travel industry's big picture without sacrificing the details important to the entry-level destination organization professional.



POSITION SUMMARY

The Vice President of Communications works directly with senior leadership to help lead the organization's corporate communications and global public relations strategies across all media platforms. The Vice President, in consultation with senior leadership, is responsible for the development and execution of the global strategic communications plan that promotes the organization's mission, enhances and elevates its brand, broadens its reach, and strengthens its global impact.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop, lead, and implement the integrated global strategic communications plan to promote the organization's mission, enhance its brand, and advance global destination success.
- Manage media and public relations to ensure consistent organizational branding, enhancing visibility within the travel industry and other relevant audiences.
- Proactively engage and manage media relationships, acting as the primary contact for media interactions.
- Develop and implement (in collaboration with other departments) key messaging for association events, strategic campaigns, products, and services.
- Collaborate with departments to create impactful messaging for association events, campaigns, products, and services.
- Manage communication with global stakeholders, including association leaders, members, policymakers, media, academia, tourism industry, and staff.
- Develop crisis communication strategies and protocols for sensitive issues or emergencies.
- Tailor communication strategies to diverse cultural contexts for effective global audience engagement.
- Lead the development of a comprehensive content strategy across diverse media channels such as social media, blogs, videos, and podcasts.
- Stay updated on communication trends and integrate innovative approaches into the association's communication efforts.
- Oversee day-to-day communication activities, including press inquiries, press releases, statements, op-eds, articles, newsletters, and web content.
- Support executive leadership by drafting speeches, presentations, articles, and other strategic communications.
- Act as the editor for association and foundation newsletters.
- Manage PR agency contracts to maximize global reach and exposure.
- Contribute to our safe, healthy, positive, and harmonious work culture and environment.

TIME FOCUS

The majority of focus for this position is spent on:

- Strategy 20%
- Administration 20%
- Operations 10%
- Writing, Pitching, Editing, and Presentation Management 50%

EXPECTED COMPETENCIES

- Exceptional verbal, written, active listening, and interpersonal skills.
- Strong writing skills with excellent proofreading, high levels of accuracy, and attention to detail.
- Strong skills in storytelling and maximizing content across multiple mediums.
- Ability to adapt communication strategies in response to changing organizational goals, industry trends, and global events.

EXPECTED COMPETENCIES

- Skill in building and nurturing relationships with external partners, internal team members, media outlets, and industry influencers to amplify the association's reach.
- Strong collaboration skills to work effectively with other departments, aligning communication strategies with organizational objectives.
- Proficiency in utilizing data analytics to measure the effectiveness of communication strategies and make informed adjustments.
- Understanding of cultural nuances to ensure messaging is inclusive and relevant across diverse regions.
- Excellent judgment and problem-solving skills.
- Understanding the dynamics of a membership of an association-style organization.
- Strong organizational and project management skills.
- The ability to manage multiple projects in demanding, time-sensitive environments.
- Proven customer service abilities for both internal and external customers.
- Willingness and capability to travel both domestically and internationally as necessary.

DESIRED EDUCATION AND EXPERIENCES

- A Bachelor's Degree or advanced degree in journalism, communications, or related field.
- 7+ years of experience in hospitality, destination marketing, or association experience.
- 5+ years of experience serving in a leadership role in the communications field, including experience managing crises and preserving reputation.
- Experience working with or within international associations, preferably in roles involving communication, public relations, or marketing.
- Familiarity with digital communication tools, social media platforms, and emerging technologies relevant to global communications.
- Experience in advocacy communication, promoting the association's interests, and contributing to industry policy discussions.
- Experience in planning and executing communication strategies for international conferences and events.
- Accreditation in Public Relations (APR).
- Strong writing skills and knowledge of AP Style.

Destinations International operates Monday – Friday, 8:30 am – 5:00 pm, based on the time zone where the employee resides in however, organization communications time is in EST. On occasion, work or travel will be required outside of business hours, including weekends and/or evenings. This role will require up to 35% travel time and may include international travel. Individuals must have a valid driver's license and current passport and be able to travel via plane, train, or automobile.



Donna Thornton

Executive Recruiter

SearchWide Global

info@searchwideglobal.com

Direct: 202.951.0406

If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Donna Thornton.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.