

Cruise Lines International
STRATEGIC COMMUNICATIONS MANAGER
Job Description

The Cruise Lines International Association (CLIA) **STRATEGIC COMMUNICATIONS MANAGER** is part of an integrated Strategic Communications team including Public affairs, public relations, research and digital/social media. This position is based in our Washington, D.C. office and reports to the Strategic Communications Director, Public Affairs. The position is focused on growing the global reputation of the cruise industry not only as a great way to vacation but as a vital and responsible part of the travel and tourism sector.

We are a small association that serves some of the world's biggest brands. Every member of the team contributes to the strategy and implementation of our communications from proactive outreach to crisis response. The Strategic Communications Manager must be a thoughtful contributor and have an open communication style. They must be able to help anticipate, respond to and manage critical threats to our reputation.

RESPONSIBILITIES

- Assist the Director, Public Relations and Director, Public Affairs with day-to-day strategic communications functions
- Manage complex projects including developing strategy and implementing integrating, multifaceted communications programs
- Respond to daily media inquiries with wide range of targets including trade, international and top-tier media by developing statements and referring media to the appropriate spokesperson
- Develop messaging and statements for reputation-building initiatives as well as other written materials, including press releases and fact sheets
- Project manage several assignments, facilitating teamwork and integration across CLIA's regional offices worldwide
- Generate ideas for programs that map to the team's objectives

REQUIREMENTS

- At least 3 years of work experience in public relations/public affairs/communications
- Bachelor's degree in journalism, communications, public relations
- Ability to build effective relationships with influential media contacts
- Outstanding organizational skills, excellent time management and judgement including ability to prioritize several tasks at one time
- Understanding of and experience in executing components that make up a successful integrated public affairs/public relations program, including on-/off-site event support, media relations and digital/social
- Superior writing skills including the ability to write persuasive and compelling press releases, presentations that tell a story, engaging social media posts and core press materials (i.e., media backgrounder, fact sheets, bios)
- Ability to synthesize technical and industry-inside data into newsworthy communications
- Deadline and detail oriented with ability to exhibit initiative, autonomy and accountability allowing for equal success whether working independently or collaborating with the team
- Some travel is required about 10-15 percent