

# VISIT BUCKS COUNTY

*Pennsylvania*

**Job Title:** Communications Coordinator

**Reports to:** Marketing Director/Vice President

**Summary:** Visit Bucks County, the official tourism promotion agency for Bucks County, PA is seeking a creative and savvy Communications Coordinator to join a forward-thinking, fast-paced marketing and communications team. The Communications Coordinator is responsible for assisting both the PR Manager and Marketing & Communications Manager with content development including web articles and press releases. The Coordinator will also assist with local public relations pitches, award submissions, contesting and event coordination. This individual will oversee Visit Bucks County's YouTube, Instagram, Snapchat and Pinterest accounts. An ideal candidate is an extremely organized thinker, excellent writer and doer with a strong knowledge of tourism and social media trends and public relations implementation.

**Pay Rate:** Commensurate with experience; full-time (40 hours per week) salaried position.

**Major Responsibilities:**

The responsibilities for this position include, but are not limited to:

**Public Relations/Content Development:**

- Seeks out opportunities to raise Visit Bucks County's local/industry profile through speaking engagements, op/eds and award nominations.
- Drafts talking points and speeches for Visit Bucks County team members for internal/external opportunities.
- Leads internal/organizational communications initiatives to elevate Visit Bucks County's presence locally and within the tourism and hospitality industry.
- Assists the PR Manager with drafting press releases, award submissions and publicity event coordination.
- Assists with writing content for VisitBucksCounty.com.

**Social Media:**

- Posts, engages and curates digital content for Visit Bucks County's Instagram, YouTube, Snapchat and Pinterest channels. Assists with Facebook Live. Manages social content calendar for these platforms and collaborates with staff on topics, timing and reporting.
- Monitors Instagram, Snapchat, YouTube and Pinterest platform trends and provides tactical and strategic recommendations.
- Assists Managers with contest execution including oversight and tracking for the summer-long photo contest and coordination for all other contest initiatives.
- Tracks all contest entries and coordinates all fulfillment with partners and sweepstakes winners.
- Performs other tasks as required.

**Requirements:**

The successful candidate for this position possesses the following skills and abilities:

- Minimum 1-3 years of experience in marketing, communications or a related field.
- Experience with public relations outreach and social media execution.
- Excellent research, organizational, written, verbal and interpersonal skills.
- Deadline oriented able to manage multiple projects in a fast-paced environment.
- Must have some evening and weekend availability.
- A sense of humor.

Please send cover letter and resume to [HeatherW@VisitBucksCounty.com](mailto:HeatherW@VisitBucksCounty.com). No phone calls please.

--- *Visit Bucks County is the official tourism promotion agency for Bucks County* ---  
VisitBucksCounty.com