



Corporate Communications Manager

Summary:

Manage all industry-facing communications, playing a key role in Visit Baltimore's corporate storytelling and stakeholder engagement through earned, owned, shared assets, and other relevant channels.

Reporting to the Senior Director of Communications and Partnerships, this position will serve as a media relations specialist, proactively pitching media stories that elevate the organization's advocacy and business initiatives, managing crisis communications and reinforcing corporate values through consistent messaging.

The ideal candidate has 5+ years' experience in communications, is a superb writer/proofreader and pragmatic researcher. Experience in executive communications, speech writing and working with media to advance strategic business objectives a plus.

Essential Duties and Responsibilities:

- Responsible for crafting and editing Visit Baltimore's industry-facing communications, including but not limited to executive presentations and emails, fact sheets, research reports, partner collateral and Annual Report
- Serve as point of contact for all local and trade media queries, vetting requests, drafting talking point memos, facilitating interview prep, and supervising reporter interview sessions to maintain story appeal
- Lead proactive media outreach for Visit Baltimore special promotions such as Baltimore Restaurant Week and National Travel & Tourism Week, crafting the PR plan and executing tailored pitches
- Build, organize and maintain media lists for proactive outreach to local and trade markets
- Keep the master copy of internal Crisis Communication Plan, overseeing updates and distribution
- Ensure messaging consistency across Visit Baltimore, working as the primary communications point of contact for all written collateral across the association
- Assist with the writing and delivery of partner updates and calls to action, including, but not limited to a partner newsletter
- Manage a master document of talking points to be used for external speaking engagements, maintaining accuracy and consistency in tone, message, and data
- Work closely with research staff to prepare regular industry trend, research, and advocacy updates organizational mission and strategic priorities

- Provide support in the development, promotion and amplification of activations related to Visit Baltimore's partner events, including the Annual Meeting and National Travel & Tourism Week
- Elevate Visit Baltimore's executive voices and advocacy efforts, researching and facilitating President & CEO speaking engagements that raise awareness of the impact of tourism with business and resident communities
- Identify relevant award submission opportunities and lead application development and review
- Draft content for President & CEO's social media pages, identifying opportunities to engage Visit Baltimore in relevant conversations
- Ensure messaging consistency across departments, working as the primary communications point of contact for all written collateral across the organization
- Provide writing and proofreading support as needed
- Other duties as assigned.

Qualification Requirements:

Bachelor's degree in journalism, communications or related field, and a minimum of five years' experience in writer/editor roles that required daily content development to writing, editing, and publishing.

Strong understanding of local and state politics, media relations and the travel and tourism industry preferred, but not necessary.

Demonstrated ability to successfully manage multiple assignments and projects in a fast-paced environment.

Exceptional organizational, presentation, and written and verbal communications skills.

Ability to cultivate positive and effective internal and external working relationships.

Ability to work well independently with limited supervision and with a collaborative team.

Knowledge of media and public relations best practices and trends.

Working knowledge of Microsoft Office Suite, Office 365, and Outlook. Simpleview CRM experience preferred.

Interested candidates should forward their cover letter, resume and salary requirements to resumes@baltimore.org. NO PHONE CALLS PLEASE. Visit Baltimore is an Equal Opportunity Employer.