

BERMUDA

TOURISM AUTHORITY

The Bermuda Tourism Authority ("BTA") is the official destination marketing organization of Bermuda. We are a dynamic, independent and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination.

The BTA is looking for a **Director of Global Communications & Partnerships**.

With responsibilities based in New York and reporting to the Chief Sales & Marketing Officer. The successful candidate will be responsible for the day-to-day management of the Bermuda Tourism Authority's global public relations and content development. The Director will ensure all brand messaging, print & digital, is consistent, timely, and relevant across all necessary agency partners, contractors, staff and systems. In collaboration with the Communications Department, the Director will spread Bermuda's story with integrated content across multiple channels, establish and maintain productive working relationships with BTA's new & existing partners and stakeholders and manage all partnership agreements from conception to execution. They will also be responsible for identifying, acquiring and negotiating sponsorships opportunities.

The Director will provide leadership, direction and oversight to the Communications department and oversee all crisis communications as well as manage the PR Agency of Record in the US, and UK and Canada affiliates.

Travel is required, as well as working evenings and weekends, as necessary, to accomplish established goals.

Duties and responsibilities are varied and include:

- Develop and oversee the implementation of overall public relations strategy for the organization
- Proactive pitching and reactive response for off-island media, focused primarily on travel and entertainment press along with niche interests
- Development of overall strategy for international media in coordination with Chief Sales & Marketing Officer (CSMO) and international representation
- Oversee creation of domestic and international familiarization (FAM) trips, to be executed by on-island Public Relations & Content Manager
- Responsible for regular desk sides in national media markets (i.e., NYC, Boston, Washington, DC) and other markets as defined by the CSMO
- Experienced and passionate leader for audience-focused content that has top-notch editing, storytelling, and creative content strategy skills
- Oversee the maintenance of global and trade media lists and tracking databases
- Act as the BTA representative for travel writer's organizations such as Society for American Travel Writers (SATW) and Travel Bloggers Exchanges (TBEX); pitches story ideas and fulfills requests from writers as well as attending related conferences
- Develop and oversee BTA's strategy for interactive content and social media program, including goals, channels, engagement strategies and measurement. (Program managed and executed by Digital Marketing Manager and community engagement executed by Front Line Ambassador)
- Map out and evolve an integrated content strategy that supports and extends marketing and communications initiatives, both short- and long-term, determining which methods work for the brand and why
- Develop functional content calendar throughout BTA vertical audiences and personas
- Responsible for directing brand-focused events and activation with the assistance and support of the Communications and Marketing teams
- Responsible for researching, writing and editing content including press releases, speeches/speaking points, video copy and scripts, bid books, newsletters and other assigned projects
- Collaborate with Marketing team to leverage advertising, marketing and promotion plans. Integrate content activities through traditional marketing campaigns
- Responsible for issue management and crisis communication plan as required. Works with CEO, CSMO and Communications team as needed
- Ensure communication strategy is consistent and reflects the organization's strategic vision
- Advocate on behalf of the company brand with external stakeholders and the media across all communications channels and vehicles
- Have a keen understanding of the BTA mission, vision and goals and the National Tourism Plan, including key initiatives, quick wins and timelines
- Spokesperson on and off camera as needed
- Perform other related duties, special projects and assignments as required

The successful candidate must possess:

- Bachelor's degree required, degree in Communications or related field preferred
- Minimum 8-10 years public relations, media relations, editorial, journalism, and/or content experience, including extensive work in the travel and/or tourism industry
- A positive track record in solidifying sponsorships
- Professional public/media relations capacity; solid understanding and experience in the development and management of relationships across all levels of press
- Excellent and established relationships with travel and lifestyle media
- Knowledge of Bermuda and ability to confidently promote the island
- Understand formats that effectively communicate a unified overall narrative that drives visitors/audiences through the decision making/purchase cycle
- Team player, able to work with global cross-functional teams; independent work style, demonstrates initiative
- High energy with the ability to work well under pressure and tight deadlines in a fast-paced, changing environment
- Proficient technology application skills: Advanced MS Office (Word, Excel, PowerPoint & Access), MS Outlook, major social media platforms (Facebook, Twitter, Instagram, YouTube, Pinterest, etc.)
- Strong leadership and interpersonal skills, must be able to work effectively at board level internally and with external client companies
- Strong writing, proof reading and editing skills. Efficient and proven organizational skills; detail oriented; proven problem analysis and resolution skills; exceptional analytical skills.
- Proven effective negotiating and persuasion abilities
- Demonstrated ability to convey a sense of urgency, openness to new ideas, inclusion & diversity, integrity, customer focus, and respect
- Ability to travel internationally, Valid passport
- Availability to travel up to 50% of time
- Evening and Weekend Availability
- Ability to work remotely as necessary

We invite you to submit your application online via our Employment Opportunities page at <https://www.gotobermuda.com/bta/employment-opportunities> or send your resume and cover letter to:

Email: employment@bermudatourism.com

Attn: Human Resources

Applications for this position must be received no later than **November 15th, 2021**.