

# Communications Specialist

## Why this role matters: An Agile Epic & Key Stories

At **GGCTA**, we know that our story is one of our most powerful assets. This role isn't just about crafting messages; it's about being the voice that engages the media, builds relationships, and shapes the public narrative that makes Greensboro a premier destination.

**Epic:** As a journalist, blogger, or key stakeholder, I need a clear and compelling narrative about Greensboro's unique character and successes, so that I can confidently share its story and amplify its reputation as a premier destination.

## Here are some of the stories you'd help us write and deliver:

- **Story:** "As a travel journalist, I need a well-researched press kit and compelling story pitch about Greensboro's live music scene, so I am inspired to write a feature article that drives national interest."
- **Story:** "As a local resident, I need to see consistent, positive media coverage of our destination's successes, so I feel proud and informed about tourism's impact on our community."
- **Story:** "As an influencer, I need to receive a personalized communication and a well-organized media tour, so I can authentically share my experience of Greensboro with my audience."
- **Story:** "As a GGCTA team member, I need support in drafting official press releases and crisis communication plans, so we can ensure our message is consistent, professional, and on-brand."

---

**Job Title:** Communications Specialist

**Department:** Brand & Communications

**Reports To:** Marketing & Communications Manager

**Location:** Greensboro, NC

---

**Job Summary:**

The **Communications Specialist** is a key contributor to the storytelling and public relations efforts of the Greensboro / Guilford County Tourism Authority (**GGCTA**). This role is responsible for crafting and disseminating compelling narratives that build brand reputation and engage both media partners and the community. The Communications Specialist will manage media relations, develop press materials, and support internal communications, all while ensuring a consistent, strategic voice. Working within an agile team, this position is crucial for translating our strategic vision into a resonant, public-facing story.

---

### **Key Responsibilities:**

- **Media Relations & Public Relations:**

- Serves as a primary point of contact for media inquiries, pitches story ideas, and builds relationships with journalists, bloggers, and influencers to secure positive media coverage.
- Develops and distributes official press releases, media alerts, and press kits that are aligned with **GGCTA**'s strategic OKRs and brand messaging.
- Manages media monitoring tools to track and analyze media mentions and public sentiment, providing insights on brand reputation and campaign effectiveness.

- **Content & Narrative Development:**

- Writes and edits a variety of content for public consumption, including website articles, official statements, and presentations, ensuring a cohesive and compelling narrative.
- Collaborates with the Marketing Specialist and other team members to ensure communications efforts are integrated into broader marketing campaigns.
- Assists in the development of crisis communication plans and drafts internal and external communications to manage brand reputation.

- **Agile Collaboration & Support:**

- Supports the Marketing & Communications Manager in executing the communications strategy for **Objective 2 (Live Music Destination)** and **Objective 4 (Visitation & Advocacy)**.

- Participates in **agile ceremonies** (e.g., sprint planning, daily stand-ups) to align communication efforts with overall team goals and contribute to timely delivery.
  - Provides communications-related support to other teams as needed.
- 

### **Qualifications:**

- **Education:** Bachelor's degree in Communications, Public Relations, Journalism, or a related field. Other fields will be considered based on experience and relevance.
  - **Experience:**
    - 2+ years of experience in a communications, public relations, or media relations role.
    - Proven experience in writing and editing professional communications materials (e.g., press releases, articles, official statements).
    - Demonstrated ability to build relationships with media contacts and secure media placements.
    - Experience working in or adapting to an **agile organizational framework** is preferred.
  - **Skills:**
    - Exceptional writing and editing skills, with a strong command of grammar and an ability to adapt tone and style for different audiences.
    - Strategic and proactive mindset, with a knack for identifying compelling story angles and media opportunities.
    - Strong interpersonal skills, with the ability to build rapport and communicate effectively with journalists and stakeholders.
    - Highly organized with meticulous attention to detail, especially in media contact management and documentation.
    - A collaborative and adaptable team player.
- 

### **Why Join GGCTA as Communications Specialist?**

This is an impactful role for a skilled communicator who wants to be at the heart of telling Greensboro's story. You'll play a vital part in building our brand's reputation, working in a dynamic, agile environment that values strategic storytelling and measurable results. If you're passionate about communications and eager to shape the public narrative of an emerging destination, this is the perfect role for you.