



VISITHATTIESBURG

Communications Manager

Reports to: Marketing Director

Status: Full-Time, Exempt

Position Overview

The Communications Manager assists and manages Visit Hattiesburg's public relations, storytelling, and digital content strategy. This position is responsible for maintaining the organization's brand voice, engaging audiences through earned and owned media, and producing clear, compelling content across all platforms.

In collaboration with the CEO, VP of Marketing & Programs, and Marketing Director, the Communications Manager helps ensure that all public messaging aligns with Visit Hattiesburg's brand identity, strategic goals, and cultural tone. This role also provides day-to-day support for the umbrella programs of the organization, including Hattiesburg Alliance for Public Art (HAPA) and Mississippi Miss Hospitality Program.

Core Responsibilities

Public Relations & Media Engagement

- Serve as the primary contact for media requests, press interviews, and story development
- Pitch stories to local and travel media and coordinate FAM tours with travel writers and influencers
- Maintain updated press kits, fact sheets, and media assets
- Track media coverage, publicity results, and campaign performance to measure reach and identify opportunities for increased destination exposure

Content Creation & Messaging

- Write and edit content for newsletters, blogs, press releases, web pages, and promotional materials
- Coordinate storytelling strategies with the Marketing Director to ensure voice and tone consistency



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- Lead editorial planning for brand-aligned messaging across departments and programs
- Track content performance and audience metrics to evaluate effectiveness and guide future messaging strategies

Social Media & Digital Communications

- Manage Visit Hattiesburg and its umbrella programs' social media calendar, copywriting, and performance tracking
- Collaborate with the Marketing Director to align visual and written content
- Monitor engagement, audience growth, reach, and campaign performance to optimize messaging and inform future digital strategies based on performance insights

Program Support

- Provide communications, copywriting, and public-facing support for umbrella programs, events, and activations
- Support overall marketing and communications needs for special programs, including promotional materials, contestant messaging, and event storytelling

Required Qualifications

- Bachelor's degree in communications, public relations, journalism, or a related field
- 2–4 years of experience in public relations, digital content, or tourism communications
- Excellent writing, editing, and storytelling skills; familiarity with AP style
- Proficiency in email marketing, social scheduling platforms, and cloud-based tools
- Ability to manage multiple priorities and deadlines with strong attention to detail

Preferred Qualifications

- Familiarity with tourism media or destination marketing
- Graphic design skills or experience with visual asset creation is a plus
- WordPress or CMS experience for light website editing



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Additional Information

- This position is based in Hattiesburg, MS and may require occasional evening or weekend work for events or media hosting
- Must have a valid driver's license and reliable transportation

Organizational Standards

All Visit Hattiesburg team members are expected to contribute to a positive, inclusive, and collaborative workplace culture and to adhere to all policies outlined in the Personnel & Policies Manual. Employees are encouraged to pursue professional development opportunities that enhance their contributions to the organization and the community.