



## Join Our Team: Industry Communications and Engagement Coordinator

Are you passionate about sustainable tourism and creating meaningful connections within the Oregon Coast's diverse and captivating landscape? The Oregon Coast Visitors Association (OCVA) is seeking an enthusiastic and skilled Industry Communications and Engagement Coordinator to join our dynamic team.

Position: Industry Communications and Engagement Coordinator

Location: [Remote Work, must be located on Oregon Coast]

Application Deadline: May 1, 2026

Interviews: June 18 and June 19 in Lincoln City, Oregon.

About Us: OCVA is the driving force behind the Oregon Coast's tourism industry. We represent a wide array of entities, including destination marketing and management organizations, accommodations, eateries, land management agencies, cultural attractions, and more. Our mission is to inspire travel and strengthen collaboration towards a sustainable coastal economy through innovation, stewardship, and strategic investments.

### Key Responsibilities:

- Develop and execute effective Business to Business and agency to agency communications strategies.
- Master the OCVA voice for impactful written and spoken communication.
- Understand industry perspectives to shape communication strategies.
- Handle time-sensitive media requests and maintain positive relations.
- Create compelling content, including reports, talking points, and more.
- Support stakeholder engagement efforts regionally or sub-regionally.
- Collaborate closely with various OCVA departments for consistent messaging.

### What We Offer:

- An opportunity to contribute to the sustainable management of Oregon Coast's tourism industry.
- An engaging work environment with a collaborative and passionate team.
- Competitive compensation package.
- Professional development opportunities.

If you are a motivated individual who thrives in a dynamic environment, has a deep appreciation for effective communication, and is excited to make a difference in the tourism industry, we encourage you to apply for this exciting role!

To apply, please submit your resume and cover letter to Arica Sears ([deputy@thepeoplescoast.com](mailto:deputy@thepeoplescoast.com)) by end of day on May 1, 2026 with the subject line "Industry Communications and Engagement Coordinator Application - Your Last Name". Please also copy OCVA's Executive Director, Marcus Hinz ([director@thepeoplescoast.com](mailto:director@thepeoplescoast.com)).

OCVA is an equal opportunity employer and welcomes candidates from diverse backgrounds to apply.

✉ Application Email: [deputy@thepeoplescoast.com](mailto:deputy@thepeoplescoast.com) and [director@thepeoplescoast.com](mailto:director@thepeoplescoast.com)

🌐 OCVA Website: <https://visittheoregoncoast.com/industry/>



<b>Industry Communications and Engagement Coordinator</b>
Deputy Director
Brand Stewardship
Oregon
Full-Time
\$50,000-\$65,000 (DOE) + Benefits
<p><b>Position Summary:</b></p> <p>The Industry Communications and Engagement Coordinator is responsible for designing and executing an effective business to business (B2B) and agency to agency (A2A) communications strategy to support the Oregon Coast’s tourism industry, which is comprised of a variety of destination marketing and management entities, Tribal nations, accommodations, tour guides, eateries, outdoor recreation providers, ports, cultural and heritage attractions, and many other amenities and components visitors and residents engage with while exploring and enjoying the state.</p> <p>This role will need to master the voice of the Oregon Coast Visitors Association (OCVA) in the written and spoken word, both to champion the power of tourism to non-industry members and to convey – in meaningful, compelling ways – the impact and opportunity of OCVA’s programming, creating a desire for industry partners to engage and participate.</p> <p>Another key component of this role involves developing an understanding of industry perspectives and priorities to ensure they are reflected in the industry communications and engagement strategy. On a typical day, this role exhibits flexibility and engages in strategic thinking, responds to time sensitive industry-facing media requests, writes and edits talking points and reports, and ensures overall excellence in our industry communications. This role will also support partner convening and engagement.</p> <p>The successful candidate will be self-driven and able to work independently. Their work will fall within the Brand Stewardship department, and closely align with the Insights and Impacts department.</p>



### Essential Duties:

- ◆ Collaborates closely within the Brand Stewardship department to develop and execute OCVA's annual industry communication plan via a global content calendar, outlining objectives, tactics, and deadlines for the year.
- ◆ Serves as the initial point of contact for all industry-related external communications that have the potential to impact the coastal tourism industry.
- ◆ Continuously updates database of industry contacts; tracks participation and interaction with our industry communication tools based on key performance measures.
- ◆ Engages with subject matter experts to draft talking points, presentations, press releases, and industry news stories.
- ◆ Lead on copyediting for industry-facing collateral and reports.
- ◆ Pursues proactive placements in targeted media in support of OCVA's objectives. Builds and maintains effective working relationships with local and regional media (journalists, freelancers, bloggers) to speak to and communicate the economic impact of the tourism industry, including serving as on-air spokesperson or identifying and preparing appropriate staff for interviews.
- ◆ Actively maintains OCVA's media contact list, agency contact list, and public meeting calendar. Based on strategic rollout timelines of vetted communication campaigns, proactively seeks and secures meetings, interviews, public presentations to key stakeholder groups.
- ◆ Identifies trends and topics with media appeal and determine best tactics for dissemination of news and information. Supports unsolicited media request fulfillment by preparing materials, interviews, features, reports, data, and other items.
- ◆ Convenes partners as needed regionally, sub-regionally or by destination management impact areas like stewardship messaging, trail etiquette, transportation solutions, public safety, etc.

### Core Competencies:

- Intimate and current working knowledge of CMS platforms sufficient to adapt/modify the structure of data within platforms, maintain and use data for both campaigns. Examples: Constant Contact, MailChimp, Emma, Barberstock, etc.
- Current working knowledge of graphic design software sufficient enough to design high quality charts, graphs and other visual communication pieces. Examples: Microsoft Office Suite, Canva, Powerpoint, Prezi, etc.
- Current working knowledge of communication, project management and collaboration tools, sufficient enough to ensure project cohesion and allow a diversity of remote partners to experience reliable communication with OCVA and between each other. Examples: Basecamp, Zoom, Google Drive, Dropbox
- Excellent grammar and spelling skills as well as the ability to craft succinct, thorough, and effective communications pieces.
- High degree of discretion in listening and responding to industry partners in the context of a competitive environment often with competing interests.
- Natural collaborative abilities to function as part of a team and a demonstrated ability to work effectively with peers and supervisors; skill in relationship-building and networking with a diverse population of individuals, organizations, associations, and interest groups.
- Knowledge of public relations and media relations theory and practice and media ethics.
- Skilled in presentation and public speaking with the ability to represent the organization successfully and appropriately as spokesperson for interviews (on-camera, print).
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to multitask, pivot, work under pressure with deadlines and maintain composure under high pressure.

**Qualifications:**

- ✓ An Associate's Degree or higher with emphasis in English, Communications, Marketing, Journalism, Public Relations, Project Management etc. is preferred; relevant work experience will be considered in lieu of a degree.
- ✓ Experience drafting strategic communications plans, including skill in writing and editing compelling copy, including press releases, media pitches, web copy, e-newsletters, interviews, presentations and other corporate communications.
- ✓ A minimum of two years' experience in communications in a business environment.
- ✓ Understanding of the tourism and/or hospitality industry is preferred.
- ✓ Skill in writing and editing compelling copy, including press releases, media pitches, web copy, e-newsletters, interviews, presentations, and other corporate communications.
- ✓ Experience in project management working with project briefs and managing timelines.

**Other Basic Qualifications:**

- ✓ Possess a valid, unencumbered driver's license with an insurable driving record.
- ✓ Ability and willingness to work hours beyond the standard daily or weekly 9am-5pm schedule when necessary.
- ✓ Ability and willingness to travel nationally and internationally as needed.

**Physical Requirements:**

- ✓ Visual acuity sufficient to clearly read printed materials and to drive a motor vehicle.
- ✓ Ability to hear sufficiently so that verbal communications can be received, understood, and acted upon both face to face and via telephone.
- ✓ Ability to lift and carry objects weighing up to thirty-five (35) pounds.
- ✓ Mobility sufficient to allow movement into and throughout public buildings.
- ✓ Manual dexterity sufficient to handle typical office equipment.

**Reviewed and Accepted:**

Employee: \_\_\_\_\_

Date: \_\_\_\_\_

Supervisor: \_\_\_\_\_

Date: \_\_\_\_\_