



POSITION TITLE: Communications Coordinator
CLASSIFICATION: Full Time/Non-Exempt
REPORTS TO: Director of Public Relations, with cross-department support to Marketing team
UPDATED: June 8, 2026

JOB SUMMARY:

The Communications Coordinator provides administrative and program support for Visit Santa Barbara's communications, marketing and public relations efforts. Primary responsibilities include administrative coordination, database management and departmental support. This position assists with media monitoring, press trip coordination, media asset requests, reporting and general department operations. Strong organizational skills, attention to detail and the ability to manage multiple projects are essential to success in this role.

COMPANY PROFILE:

Visit Santa Barbara is a nonprofit destination marketing organization (DMO) primarily funded by the South Coast Tourism Business Improvement District, along with grants and membership dues. Through tourism marketing, public relations, group sales and community partnerships, Visit Santa Barbara works to generate overnight visitation, increase business and tax revenue, and support jobs throughout the Santa Barbara South Coast.

OUR MISSION:

We enhance quality of life for Santa Barbara South Coast residents through inspiring visitation that fosters sustainable economic growth, protecting the region's reputation, and supporting the vibrancy of our diverse communities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Media Monitoring & Reporting

- Monitor and track earned media coverage using media monitoring platforms, including Cision
- Save and organize story PDFs and media coverage for reporting and partner sharing
- Assist with tracking public relations activities, media placements and department performance metrics
- Support department reporting through spreadsheets, databases and administrative recordkeeping

Media Relations & Press Trip Support

- Assemble and deliver welcome amenities, media passes and materials for visiting journalists
- Assist with coordinating press trip itineraries, reservations and logistics
- Track press trip expenses and maintain accurate records

- Review incoming media visit requests and support timely responses
- Assist PR staff with requests for destination information and media assistance
- Assist with researching, updating and distributing press materials, media contacts and pitches
- Coordinate with tourism industry partners to gather information and support media outreach efforts

Content & Asset Support

- Review and approve partner-submitted event listings for publication on SantaBarbaraCA.com, ensuring accuracy, quality and alignment with Visit Santa Barbara content standards
- Assist Web Manager in event research to curate and maintain a diverse, timely and visitor-focused online events calendar highlighting experiences, festivals and activities throughout the Santa Barbara South Coast
- Assist Creative Manager with maintaining and organizing Visit Santa Barbara's visual asset libraries, including photos and b-roll
- Coordinate with industry partners to obtain updated visual assets and destination information
- Respond to requests for visual assets and basic destination information

Administrative Support

- Monitor inventory levels for amenities and promotional materials to fulfill requests from CEO, PR and marketing departments, and other staff as needed.
- Provide general administrative support to the Marketing and Public Relations departments
- Assist with department projects, data entry and scheduling
- Serve as backup support to the Executive Assistant for Board and committee coordination, meeting logistics, meeting minutes and other administrative support as needed
- Enter and maintain accurate records in Simpleview CRM and other department databases
- Support departmental organization, file management and internal coordination
- Perform other duties and special projects as assigned

QUALIFICATIONS:

- Minimum 1-2 years of work experience in an office setting
- Proficient in Microsoft Office programs and PC computers
- Strong administrative, data entry and organizational skills, with keen attention to detail and high level of accuracy
- Strong time management skills with ability to prioritize tasks while performing effectively in fast-paced environment
- Strong communication skills, written and verbal; ability to handle high volume of incoming emails and feedback
- Ability to review and assess high volumes of written content efficiently and accurately
- Self-starter with ability to own tasks and drive them through to completion, take initiative and proactively support needs of the PR and marketing departments

- Team player with positive attitude who communicates with consideration and discretion both within the office and externally
- Familiar with Santa Barbara South Coast attractions for visitors
- Strong editing, fact-checking and basic research skills
- Must be able to work in the Visit Santa Barbara office at least three days per week and be available to work in person on other days when required
- Must have California driver's license and auto insurance
- Must have use of vehicle for Visit Santa Barbara business
- Must be able to lift up to 40 lbs. and transport VSB equipment and materials for use in VSB programs
- Must be available to work occasional evenings and weekends if needed

DESIRABLE:

- Bachelor of Arts degree in communications, journalism, public relations, marketing or related field
- Proficient in CRM (customer relationship management) database software or experience with other databases
- Proficient in using shared files in SharePoint
- Proficient in media monitoring software, such as Cision

BENEFITS:

- Comprehensive medical insurance fully covered by the employer
- Voluntary dental and vision insurance
- 401(k) retirement plan with employer matching contributions
- Paid vacation and sick leave
- Ten paid holidays
- Cell phone reimbursement
- Opportunities to explore and engage with local hospitality businesses
- Flexible work options, including up to two remote workdays per work week (minimum three workdays in the office)

Please note that these are representative examples of benefits and may vary based on organizational policies.

COMPENSATION:

Hourly Rate: \$25.00-\$28.00 per hour

TO APPLY:

Please submit your cover letter, resume, and writing samples (PR or marketing examples preferable; could include work from school, internships) to Margie Cantu, margie@newlevelresources.com

To learn more, visit **SantaBarbaraCA.com**.

EQUAL OPPORTUNITY EMPLOYER

Visit Santa Barbara is an Equal Opportunity Employer and is committed to fostering an inclusive workplace. Employment decisions are made without regard to race, color, religion, sex, national origin, age, disability, genetics or any other characteristic protected by applicable federal, state or local law.

Please note that we are not accepting in-person or phone inquiries regarding application status. Only candidates selected for further consideration will be contacted.