

Communications Coordinator



Will support the Senior Director, Communications and the rest of the Communications team in carrying out the organization's communications strategy. Will help AHLA reach key stakeholders - including reporters, members, and elected officials – and tell the positive story of the hotel industry.

Responsibilities:

- Under the direction of the Senior Director, draft communications content, including press releases, media advisories, statements, talking points, member communications and social media posts.
- Under the direction of the Senior Director, distribute press releases, media advisories and member emails.
- Assist the Communications Manager in developing and posting social media content.
- Coordinate with external vendors such as photographers, videographers, designers and printers in the production of AHLA collateral, including videos, graphics and publications.
- Use Cision to pull and distribute daily media clips and track stories related to key AHLA campaigns and industry issues
- Track earned and social media metrics such as reach and engagement quarterly and for specific AHLA campaigns utilizing Cision and social media platforms
- Maintain up-to-date lists of relevance to the Communications team, including reporters, bloggers, social media influencers, vendors, and email distribution lists
- Work with the Marketing team to ensure appropriate information and historical items such as photos and videos are retained and archived
- Work with colleagues from other departments, such as event planning and government affairs, to coordinate AHLA events as it relates to Communication needs such as working with the marketing director to secure event signage, and scheduling and coordinating the logistics of a videographer and photographer, securing press or media coverage for event.
- Support the development of new marketing collateral
- Support implementation of new communications initiatives
- Other duties as assigned

Education and Experience:

- Bachelor's degree; communications, marketing or related field preferred
- One - two years of relevant experience; or combination of education and experience
- Knowledge of and/or experience in the hospitality industry is preferred

Skills and Attributes:

- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook). Experience using email marketing platforms.
- Knowledge of Cision, Real Magnet, and/or Drupal a plus.
- Excellent oral and written communication skills; ability to write and edit clear, engaging, and grammatically correct content; willingness to be coached.



- Self-motivated individual who is also a team player with a high level of professionalism and emotional intelligence.
- Ability to thrive in a fast-paced environment.
- Detail-oriented individual with exceptional organizational and time management skills.
- Customer-service focused with a positive attitude; maintains grace under pressure.

Other:

- Position is based in Washington DC
- Travel is not required

To apply, send cover letter and resume to HR@AHLA.com