

GSTC Communications Coordinator - Job Description

The GSTC Communications Coordinator is responsible for accomplishing a number of functions of the organization's communications. This is a great opportunity to work remotely with a multicultural team on a meaningful subject.

Roles & Responsibilities:

1. External Communications

- Prepare press releases and liaise with the involved organizations. These press releases include announcements such as GSTC Recognition and GSTC Accreditation statuses.
- Write posts for the GSTC website, taking into notice SEO guidelines. These posts include but are not limited to: existing reports and press releases by GSTC partners, announcements of new GSTC Members, and reports of training courses that took place.
- Prepare the GSTC monthly newsletter in English; support the GSTC Spanish newsletter; support the quarterly Destination Stewardship Report (DSR)

2. Website Management

- Improve existing posts and pages on the GSTC website.
- SEO work of the GSTC website.
- Update sections in the website that need to be updated.
- Coordinate the translation of the website to Spanish, Japanese, Korean, and Chinese.

3. Social Media

- Management of GSTC social media channels: LinkedIn, Facebook, Twitter, Instagram

4. Graphics

- Prepare graphics for various needs, especially upcoming webinars and presentations

5. Internal Communications

- Improve internal usage of standardized ppt files
- Prepare supporting documents

6. Webinars

- Provide support to Webinars for GSTC Members.
- Manage GSTC Members webinar recordings (Zoom, Vimeo, GSTC website embedding)

7. GSTC Criteria revision and expansion support. GSTC will be conducting a number of public consultations related to the possible revision and expansion of the GSTC Criteria. Support calls for public consultations.

8. Miscellaneous other administrative duties shared with and under the direction of the General Manager, potentially including monitoring and replying received inquiries, maintaining records and archives of organizational activities, generating invoices, etc.

9. Provide backup support to essential duties of other staff members as needed during any of their personal leaves.

Reporting Relationship:

Reporting relationship is to the General Manager.

Essential Qualifications:

- Bachelor's degree or higher
- 2 years minimum professional work experience in some element of management, coordination, tourism
- Understanding of what the GSTC is, its scope, and what it does (please study the [GSTC website](#) if necessary)
- Comfortable with working independently and remotely, the GSTC is a "virtual" organization and truly global
- Comfortable with working across different cultures. Our staff, Directors, Trainers, and volunteers work from various locations around the world
- Language skills: professional grade written and spoken English is required
- Personal skills: strong organizational and interpersonal skills
- Software skills: intermediate or higher level user of MS Office (Excel, Word, PowerPoint) and its Google equivalent, with proven ability to quickly learn various software applications

Preferred but Not Required Qualifications:

- Professional grade written and spoken Spanish
- Additional language skills
- Personal skills: strong organizational and interpersonal skills
- Software skills: WordPress, CiviCRM, MailChimp

Application Procedure:

Qualified candidates are invited to submit their CV plus a letter stating their motivation, interest, and how they plan to contribute to the GSTC to info@gstcouncil.org. Please do not apply if you do not fulfill the Essential Qualification. Applications should be submitted by **13 November 2022**.

Candidates of interest will be contacted for further information and will be informed of the compensation package.