



Head of Communications - Superlative Pickleball Travel and Resort Services

Summary:

The Head of Communications is responsible for leading and executing the communication strategy for Superlative Pickleball Travel and Resort Services, with a particular focus on their flagship digital publication, Pickleball Travel. This role involves overseeing content creation, editorial direction, and audience engagement across all platforms, including digital, and social media. The ideal candidate possesses a passion for pickleball, strong communication skills, and a proven ability to develop and implement effective communication strategies.

Key Responsibilities:

- **Content Strategy & Editorial Direction:** Develop and implement a comprehensive content strategy that aligns with the company's mission and target audience. Oversee the editorial process for Pickleball Travel, ensuring high-quality content that resonates with readers.
- **Website & Social Media Management:** Lead the development and execution of the company's online presence, including website content, social media channels, and community engagement. Utilize digital platforms to drive traffic, increase engagement, and promote the company's services and the Pickleball Travel publication.
- **Communication & Public Relations:** Manage internal and external communications, including press releases, media inquiries, and stakeholder relations. Build and maintain strong relationships with contributors, advertisers, industry partners, and the media.
- **Audience Development:** Monitor audience engagement and feedback across all platforms. Implement strategies to grow readership for Pickleball Travel, increase overall engagement, and foster a loyal community of pickleball enthusiasts.
- **Brand Management:** Ensure consistent brand messaging and visual identity across all communication channels for both Superlative Pickleball Travel and Resort Services and Pickleball Travel.
- **Team Management:** Lead and mentor a team of writers, editors, and digital content creators. Foster a collaborative and creative environment.
- **Industry Engagement:** Stay abreast of trends in both pickleball and travel, attending relevant events and conferences. Represent the company and the publication at industry gatherings.

- **Marketing & Promotion:** Collaborate with the marketing team to develop and execute promotional campaigns for both the company's services and the Pickleball Travel publication.

Qualifications:

- **Passion for Pickleball:** A genuine enthusiasm for the sport, its culture, and its community.
- **Communication & Leadership Experience:** Proven track record in communication strategy development and execution, with experience leading and inspiring a team.
- **Strong Editorial Skills:** Excellent written and verbal communication skills, including the ability to provide clear feedback and direction to contributors.
- **Digital Expertise:** Familiarity with website content management systems (CMS), social media platforms, analytics tools, and digital marketing strategies.
- **Project Management Skills:** Organized and efficient, with the ability to manage multiple projects simultaneously and meet deadlines.
- **Creative Vision:** A keen eye for storytelling and the ability to identify and develop compelling content ideas.
- **Adaptability:** A willingness to learn and adapt to evolving trends in both pickleball and travel.

Additional Considerations:

- Experience playing pickleball is a plus.

This is a dynamic and exciting role for someone who wants to combine their love of pickleball with their communication and leadership skills. The ideal candidate will play a crucial part in shaping the voice and direction of Superlative Pickleball Travel and Resort Services, as well as their flagship publication, Pickleball Travel.