



JOB DESCRIPTION: Brand Advertising Manager

Job Title:	Brand Advertising Manager
Department:	Marketing
Reports To:	Director of Consumer Marketing
Classification:	Regular, Full-Time, NonExempt
Supervisory responsibility:	Some
Salary range:	\$58,000 - \$88,000 Depending on Experience

Position Summary:

This position, in collaboration with a second brand manager, will be the key point of contact for Visit California's brand agency of record for on- and offline-marketing and advertising programs. These programs include consumer-orientated advertising initiatives in broadcast, print, display, search engine marketing, and other advertising sponsorship programs.

As the Brand Advertising Manager, this position will be responsible for overseeing the Visit California's global brand in key international markets to ensure the look, feel and tone of voice of California is communicated effectively and uniformly across all marketing and advertising vehicles.

This position will have oversight of consumer marketing activity in the United States, Canada, the United Kingdom and Australia (budget totaling approximately \$40 million) and will work closely with regional country directors, PR & trade managers to ensure program alignment in each market.

Specific responsibilities include:

- Manage all consumer-facing activity in the United States, Canada, the United Kingdom and Australia and serve as external agency point of contact for assigned markets;
- Manage and reconcile the brand advertising budgets for assigned markets;
- Work with Web Manager to implement online brand extensions on respective country websites and ensure advertising materials are integrated on the website;
- Work with Content Manager to ensure brand/message consistency in Visit California market specific owned channels and provide advertising materials as needed;
- Act as brand manager and key point of contact for questions concerning brand guidelines and usage for Visit California advertising assets;

- Respond to all advertising program requests and opportunities;
- Work with the Director of Research to measure advertising ROI; and
- Support senior staff, international country directors, travel trade and PR staff.

Key Duties & Responsibilities:

Estimated % of Time Activity

50%	Develop and manage an integrated marketing plan, working directly with advertising agency and other related agency resources to execute the brand advertising plan, both online and offline, for the United States, Canada, the United Kingdom and Australia. Meet weekly with the advertising agency to review the status of all pending projects. Manage and reconcile the advertising budgets for assigned markets.
20%	Work with Regional Country Directors, PR & Trade Managers to ensure program synergy for each assigned market.
20%	Work with Web & Content Manager to ensure consistency and integration with owned channel (web, social, email) activity.
5%	Serve as communications touch point for industry relations team to ensure consumer marketing activity in assigned markets is packaged for external communication.
5%	Other duties as assigned by supervisor.

Essential Qualifications:

To perform this job successfully, an individual must be able to perform each key duty satisfactorily:

- Ability to develop and communicate advertising plans with agency resources.
- Demonstrated experience in advertising, media and agency management, including media buying process, maintenance, reporting and reconciliation.
- Demonstrated experience with budget management of large-scale branded advertising campaigns.
- Experience in managing staff and other outside resources.

- Professional experience in the tourism industry preferred.
- International marketing experience strongly preferred.
- Education equivalent to a Bachelor's Degree or higher in marketing, advertising, recreation, tourism or related field a plus.
- Strong organizational skills.
- Ability to handle multiple tasks and meet deadlines.
- Strong written and verbal communication skills.
- Some travel may be required.

Compensation:

In addition to a competitive salary, Visit California offers an excellent health benefit package. We also offer a fantastic PTO and holiday leave package, 401(k) plan, parking and much more!

How to Apply:

Please send your cover letter, resume, two (2) writing samples and salary requirements via e-mail to Sacramento Staffing Agency, help@sacramentostaffingagency.com.

Visit California has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy or reasonable accommodation.