



## **JOB DESCRIPTION: Digital & Printed Publications Manager**

Job Title:	Publications Manager
Department:	Marketing
Reports To:	Director of Consumer Content
Classification:	Regular, Full Time Exempt
Supervisory responsibility:	Some
Position Start Date:	ASAP

### **Position Summary:**

Visit California has continued to invest significantly in the Consumer Content program, and as such, the Publications Manager will be a critical member of the Consumer Content team and will also work closely with both the Brand and International Marketing teams. This position will be responsible for the management, evaluation and communication about performance of the current suite of publications, on a global level, and will work with the content agency to optimize programs based on insights. This role will also be responsible for ensuring the effective distribution of both digital and printed publications, working closely with the fulfillment agency and gathering insights from distribution.

The Publications Manager will oversee and steer the editorial activity for Visit California's consumer printed and digital publications, including: the California Visitor's Guide, the International Visitor's Guides, Road Trips, E-mail marketing programs (in all of Visit California's Tier One and Tier Two markets) and specialized digital publications. As Visit California develops and launches its new podcast program, this role will work with the content agency and Digital Marketing Manager to develop it and determine the content mix.

Finally, the Publications Manager will be responsible for working closely with the agency team for the creation of these publications, providing key insights on Visit California programs and projects and overseeing their representation in these publications. As new publication opportunities arise, the Publications Manager will be responsible for their evaluation, providing insight to the Director of Consumer Content and VP of Marketing on their place in the overall VCA marketing mix.

### **Specific responsibilities include:**

- Work with external content agency (Time Inc.) and team of editors on content selection, review and publication of content through digital and print publications.
- Facilitate efficient flow of content for publications; ensure that content from print publications is leveraged in a digital environment.
- Adapt global editorial calendar for execution in publications channels.
- Review all publication content for sensitivity and adherence to brand positioning.



- Work closely with global content leads to ensure appropriate level of localization and content review.
- Manage translations with content vendor and local market teams for global publications.
- Manage VCA content and contributions in third party and co-op digital or print publications (Brand USA Inspiration Guide).
- Work closely with sponsorship team to ensure delivery and reporting for advertisers/sponsors.
- Work with agencies to ensure the on-time distribution of publications through traditional and digital channels.

**Key Duties & Responsibilities:**

<u>Estimated % of Time</u>	<u>Activity</u>
30%	Build out and manage the global e-newsletter program to exist in all of Visit California's Tier One and Tier Two markets. Be responsible for adherence to the development process, review of all content, and distribution globally.
20%	Working closely with the content agency, manage Visit California's print publications program to ensure quality branded content that aligns to Visit California's state goals. Manage the distribution of the publication utilizing insights to help inform program decisions.
20%	Review and evaluate new content partnerships and opportunities as they become available. Work with internal and external stakeholders to ensure fit and provide guidance to wider VCA content team on their efficacy.
10%	Alongside the content agency, conceive, develop and launch Visit California's podcast program. Once launched, work with team around content decisions.
10%	Monitor, track and provide regular insight on digital and print publication performance.
5%	Manage and provide regular reporting on the global e-marketing, publications and fulfillment budget line items. Manage Fulfillment contract.
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, and demonstrate the following:

- Minimum of six years of professional experience – Tourism experience a plus.
- Education equivalent to Bachelor’s Degree or higher; marketing, tourism or related field a plus.
- Experience working in a global environment.
- Strong experience in and knowledge of e-newsletter program management; global e-mail management preferred.
- Ability to work in a fast-paced environment.
- Experience managing large-scale publication programs, translation experience a plus.
- Budget and project management experience.
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities.
- Strong written and verbal communication skills and ability to effectively build rapport with diverse global team.
- 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 and salary requirements via e-mail to Sacramento Staffing Agency; [help@sacramentostaffingagency.com](mailto: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.