



JOB DESCRIPTION:
Rural & Cooperative Marketing Manager

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| Job Title: | Rural & Cooperative Marketing Manager |
| Department: | Marketing |
| Reports to: | Associate Vice President of Global Marketing and Director of Consumer Marketing |
| Classification: | Regular, Full-Time Non-Exempt |
| Supervisory responsibility: | Some |
| Position Start Date: | ASAP |
| Salary range: | \$58,000 - \$88,000 Depending on Experience |

Position Summary:

The Rural & Cooperative Marketing Manager will play a key role in bridging Visit California’s marketing programs and respective discipline owners with industry partners and third party entities. As a connecting force, this position is designed to ensure Visit California’s collaborative marketing programs meet the needs of and are being fully leveraged by Visit California’s diverse stakeholders.

The Rural & Cooperative Marketing Manager will be responsible for overseeing Visit California’s suite of partnership marketing programs, including Visit California’s rural marketing initiatives, and will work closely with marketing and communications staff to effectively develop opportunities and convey their value and practical components – from no cost integration to larger buy-in programs. In this bridging capacity, the Rural & Cooperative Marketing Manager will need to be fluent in Visit California’s marketing strategy, programs and tactics and have the knowledge and ability to match industry partners with relevant opportunities. In addition to being enmeshed in the Visit California marketing program, this role aims to create a feedback loop that leads to high levels of industry satisfaction and places a premium on internal and external relationships.

Additionally, the Rural & Cooperative Marketing Manager will support the consumer content team, facilitating two-way communication to ensure maximum leverage of industry created content throughout Visit California channels.

This position requires a unique blend of marketing savvy, sales skills and coalition building capabilities. The ideal candidate will have a strategic sensibility and the ability to understand Visit California’s industry, consumer, trade and media audiences and the global tourism marketing landscape.

Specific responsibilities include:

- Work with external agency resources to provide strategic direction and oversight of all Visit California partnership marketing efforts – from program inception/creation to partner communication, solicitation, facilitation and reporting;
- On-going monitoring and evaluation of Visit California partnership marketing programs to gauge needs, engagement and success and make recommendations about program optimization;
- Serve as primary point of contact on the Visit California marketing team for the industry relations team to direct industry inquiries regarding leveraging the marketing program of work;
- Develop and manage a proactive strategy for soliciting industry participation in the Visit California program – from no-cost content submission to larger scale opportunities;
- Develop and maintain a tracking system for partnership marketing industry touch points (that integrates with Visit California’s industry database);
- Serve as the primary contact for industry content submission;
- Manage Visit California’s engagement with rural California partners through the rural co-op program;
- Work closely with communications/industry relations staff to develop messaging for opportunities to leverage the Visit California marketing program;
- Proactively report on industry participation and sentiment in all elements of program to marketing team;
- Lead the development of annual partnership marketing guide distributed to industry partners.

Key Duties & Responsibilities:

| <u>Estimated % of Time</u> | <u>Activity</u> |
|----------------------------|---|
| 40% | Strategic oversight of partnership marketing programs. Work with agency partners to develop, manage and maintain a strategic approach to delivering stakeholder value, from building a proactive approach to no cost content integration to delivery of a tiered partnership (co-op) program that allows industry stakeholders to effectively leverage the Visit California program of work. Report program effectiveness – via industry satisfaction and participation – both internally and externally. |
| 40% | Serve as the primary point of contact on the marketing team for all industry communication regarding leveraging the Visit California marketing program of work. Create and maintain a system for tracking industry touch points that includes a clear feedback loop and integrates with the Visit California industry database. |
| 15% | Work with Industry Relations and Communications staff to develop proactive industry messaging regarding ways to leverage the Visit California program of work. Develop on-going messaging to showcase successful partnership marketing activity. |
| 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 meet the following requirements:

- Demonstrated experience creating, selling and managing partnership marketing programs.
- Ability to field demands from multiple constituencies, align the needs of numerous parties and foster collaboration.
- Marketing and sales background. Professional experience in the tourism industry preferred.
- Demonstrated experience in agency/vendor management.
- Experience with budget management.
- Education equivalent to a Bachelor's Degree or higher in marketing, communications, recreation, tourism or related field a plus.
- International business experience a plus.
- Ability to handle multiple tasks and meet deadlines.
- Strong written and verbal communication skills.

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 email 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.