



JOB DESCRIPTION: Director of Asia Marketing

Job Title:	Director of Asia Marketing
Department:	Marketing
Reports To:	Senior Director of International Marketing
Classification:	Regular, Full Time Exempt
Supervisory responsibility	None
Salary Range	\$78,500 - \$114,000 depending on experience

Position Summary:

Responsible for the promotion of California as the premier travel destination in the Asia markets of China, Japan, South Korea and India with an ultimate goal of increasing visitation and maintaining market share. Develop overall market strategy for each of the Asia markets and oversee implementation of marketing strategies and tactics across all disciplines including consumer, trade and public relations as well as events in cooperation with Visit California consumer, trade and PR teams.

Manage in-market marketing teams whose core competency is to develop trade, PR and consumer partnerships. Develop market specific annual plans and oversee marketing budget of \$5 million. Approve all in-country projects and be the communication conduit between the in-market teams and internal staff as well as the industry stakeholders. Serve as regional "expert" to internal staff and industry stakeholders for the Asia markets. Support Senior Director of International Marketing in organizing educational programs for the California travel industry (e.g. industry-wide conference Visit California Outlook Forum, specific industry committees, and various marketing and stakeholder educational programs).

Key Duties & Responsibilities:

- Develop annual marketing plans pertaining to consumer, trade and public relations activities for China, Japan, South Korea and India
- Oversee implementation of all consumer advertising and marketing programs including layered brand advertising campaigns in markets like China or digital marketing in markets like Japan, South Korea, and India
- Oversee management of key trade shows, sales missions and events in Asia markets, and attend on behalf of Visit California as necessary
- Oversee Visit California's familiarization trips for travel trade and PR audiences
- Manage and reconcile market specific budgets on monthly basis
- Negotiate annual contracts and set out annual goals
- Hire and train of in-market and internal staff, deliver annual performance reviews

- Communicate organization’s priorities and goals to the in-market teams
- Create measureable ROI for all programs

Estimated % of Time	Activity
30%	Provide daily management of marketing priorities in Asian markets. Serve as liaison with Asian in-market teams and Visit California HQ staff, vendors and travel industry partners. Oversee budget reconciliations, staff training, and annual performance reviews.
30%	Develop and oversee overall strategy and management of marketing programs specially designed for the China market. Programs include brand advertising, digital campaigns, travel trade, public relations and consumer cooperative campaigns geared toward the Chinese consumer. Manage industry training on what the Chinese consumers expects when visiting out state.
20%	Develop and oversee overall strategy and management of marketing programs for Japan, South Korea and India with the goal of increasing visitation to California. Programs may include digital marketing, travel trade, and public relations efforts.
15%	Receive and respond to leads from key domestic and international partners. Send follow up information and materials, and forward requests for information to industry partners. Conduct educational seminars for industry on how to work in various Asian international markets. Create and present reports for external (California travel and tourism industry) and internal (Visit California’s Board) stakeholders. Present at a variety of industry events.
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:

- "Proven track record" in managing and launching international marketing campaigns.
- Ability to communicate and lead cross functional teams within a professional office environment.

- Demonstrated ability to manage multi-million dollar advertising and cooperative programs
- Minimum of five years of professional experience in the marketing and/or tourism industry
- Strong written and verbal communication skills. Ability to present to large groups.
- Strong budget and account management experience.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines
- Previous experience working with Asia countries a plus.
- Knowledge of Mandarin Chinese is a plus.
- Work hours may sometimes reflect operating hours Asia markets. Some international travel will be required.
- Position is based in Visit California's global headquarters located in Sacramento, California
- Knowledge of Microsoft Office products, including Word, Excel and PowerPoint
- Bachelor's Degree or other advanced degree in marketing, recreation, tourism or related business field

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.

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.