

SONOMA COUNTY

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LIFE OPENS UP

Sonoma County Tourism is the official destination stewardship organization for California's Sonoma County. SCT is a private, non-profit marketing and sales organization dedicated to promoting overnight stays and creating a sustainable hospitality economy in Sonoma County, California.

Position

The **Director, Brand Development (DBD)** leads the central marketing and promotions efforts of Sonoma County Tourism (SCT), including social media, content, distribution, and promotional campaigns. This position also serves as the lead on critical vendor relationships such as our ad agencies, designers, and content developers. As marketing sits central to the organization, the DBD also liaises with key staff across the organization to ensure brand consistency and a high level of internal service. Leveraging our brand as the guiding principle, the DBD works with internal and external peers to create compelling, creative, and cutting-edge messaging and promotional platforms that drive interest and visitation to Sonoma County.

This position is located in Santa Rosa, California.

Essential Duties & Responsibilities

Duties may include but are not limited to the following:

- Co-develop marketing strategies that drive overnight visitation from SCT's three core market segments: consumers; meetings and groups; and tour and travel.
- Work with cross-functional team and Content Marketing Specialist to create and maintain annual content calendar and works with staff and vendors to ensure content is created or revised accordingly.
- Create promotions and campaigns based on strategies and goals.
- Work with website team (vendors and staff) to ensure the website is reflective of current content, and themes such as campaigns, seasons and other promotions.
- Direct ad agencies in the current scope of work including media buys, creative executions, messaging and promotional efforts. Ensure all programming and deliverables are executed according to the plan and delivered with a high standard of excellence and professionalism.
- Liaise with Director, Marketing Systems and Insights on sponsorship and partnership agreements that work to promote Sonoma County to targeted audiences.
- Coordinate efforts amongst all agencies, ensuring high levels of brand consistency and efficiency across all platforms.
- Liaise with VP, Group Business Development and VP, Tourism Development to create targeted marketing programs, and ensure brand consistency across all vertical markets and associated channels.
- Work with Director, Marketing Systems and Insights, to understand key metrics and industry trends to best inform future marketing and promotional activities.
- Audience development and segmentation – create content strategy per target market, and per channel, based on key messaging strategy.

- Identify and leverage best practices for increasing engagement on Sonoma County Tourism's owned channels.
- Identify co-op marketing programs and work with SCT partners to ensure successful outcomes.
- Investigate opportunities relating to revenue and promotion opportunities via SCT owned channels.

Additional Duties & Responsibilities

- Budget management and oversight of primary marketing and promotional line items.
- Conduct performance evaluations of the Content Marketing Specialist.
- Create and administer request for proposals/qualifications/information to secure the best vendors.

Required Qualifications

- Bachelor's Degree in Marketing, Communications, Business, Tourism, Hospitality, or related field.
- 5-10 years of experience in marketing, content development, promotions and/or brand management.
- Previous management experience highly desired
- Previous vendor relationship management experience preferred
- DMO experience preferred
- Content development and strategy experience is desired
- Prior creative development experience is preferred
- Oversight of staff and vendors relating directly to marketing functions
- Personnel management
- Website Systems Knowledge

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Ability to lift up to 40 lbs. Frequently sits, stands, and walks. Occasionally twists/turns, bends, kneels, and reaches overhead. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment

- This job primarily operates in a professional office environment
- Occasional domestic travel required (15%)
- Must have a valid driver's license and provide own transportation

To Apply

Each qualified candidate is invited to submit a resume and a cover letter explaining why they would be an excellent fit for the Director, Brand Development position.

Candidates can learn more and obtain information about how to apply at:

<https://www.sonomacounty.com/job-contract-opportunities>

The position is open until filled.