

VISIT FLORIDA shares Florida sunshine with the world. As the state's official tourism marketing organization, VISIT FLORIDA has been charged with selling an extraordinary vacation product since 1996. As part of our marketing team, we're seeking a collaborative, detail oriented candidate to fill our Integrated Media Account Executive position.

This role has the opportunity to be remote, but must be located in Florida. Strong preference to be located in our corporate office located in Tallahassee, Florida.

Core Responsibilities:

- Serve as point of contact for all trade co-branded marketing campaigns. Collaborate with international agencies to evaluate partnership proposals, negotiate deliverables, pricing, reporting, terms and conditions.
- Develop and enhance business-to-business relationships with Global Trade Partners, agencies, Destination Marketing Organizations, and other industry stakeholders, attending international trade shows and events as needed.
- Negotiate and develop co-op packages with trade vendors for VISIT FLORIDA Partners. Work with internal teams to provide information needed to create Partner products.
- Collaborate with internal teams and agencies on the review and implementation of campaign media buys, trafficking campaign assets and participating in campaign reporting calls.
- Evaluate project performance. Reconcile invoices, gather proof of performance, and track results.
- Maintain awareness of current paid media trends and products in order to make the best decisions on tactics included in the co-branded marketing proposals.

Minimum Qualifications:

- Bachelor's degree in marketing, advertising, business administration, communications, or related field.
- 3+ years professional experience
- Strong understanding of marketing principles, market research, and consumer behavior
- Strong analytical skills and ability to interpret data and make informed marketing decisions
- Ability to successfully manage multiple projects and agencies. Experience in project management, execution and delivery, providing direction and tracking progress against objectives and budget
- Proficiency with Google Office Suite and CRM database, preferably Salesforce
- Position includes travel that will require a valid passport

You will be a valuable addition to the team if you:

- Thrive in a fast-paced, dynamic work environment
- Live the values that drive our business: Make an Impact, Work Purposefully and Live Passionately, Persist
- Embody VISIT FLORIDA's team principles: Empathy, Respect, Collaboration, Accountability and Fun

Benefits & Perks:

- Work with a knowledgeable, high-achieving, passionate, experienced & fun team
- Comprehensive benefits package, including medical, dental, and vision plans
- 401(k) plan with generous employer match
- Vacation time, paid company holidays, and volunteer hours
- Professional development opportunities and tuition reimbursement for continued learning

Apply Now:

Join us to discover what it is like to be part of a team that promotes the Sunshine State. Apply now: <https://www.visitflorida.org/careers>. This position is being advertised as open until filled.

VISIT FLORIDA is an Equal Opportunity Employer committed to a diverse and inclusive work environment.