



Georgia Department of Economic Development
Position Announcement

Title:	Director of Brand Strategy	Entry Salary:	\$75k – 90k, commensurate with experience
Division:	Tourism	Location:	Atlanta, GA
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, addressing macro level workforce issues, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development.</p> <p>The Director of Brand Strategy will serve as a key member of the Tourism Division leadership team and will have primary responsibility for leading the efforts to plan and manage Georgia Tourism’s comprehensive brand strategy. The Director will apply market insights, competitive awareness, creative thinking and a customer-first focus to lead the development of cohesive, consistent and compelling design and narrative across sales, advertising, content marketing and product development programs, ensuring delivery of Georgia’s brand promise via all visitor, media and stakeholder relations.</p> <p>The Director will be responsible for supervising the development, planning and monitoring of an annual marketing plan and budget aligned with the Strategic Plan and supported by recommendations by Tourism and Marketing & Communications department heads, and for ensuring the integration and implementation of the marketing plan and branding guidance across all Tourism programs including global sales; advertising; content, digital and direct marketing; product development; PR; events; visitor services; and industry and media relations. The Director will also advise, guide, and ensure the integration of content, communications and connections in all formats and channels including digital, print, broadcast and social media.</p> <p>As the primary liaison with the GDEcD Marketing and Communications team, the Director will convey strategy, guide decisions, and review/approve all tourism publications, collateral, and marketing executions on behalf of the Tourism Division including media buys, trafficking, communications, creative service requests and special projects. The Director will also work closely with GDEcD’s advertising, interactive, and PR agencies of record to guide and ensure integration of strategy. The Director will also create and guide brand relationship opportunities for tourism partners and stakeholders statewide including cooperative advertising and marketing programs, that enable partners to maximize marketing dollars by participating in cohesive strategy campaigns and initiatives.</p> <p>The Director will also apply analytic rigor and transparency in the ongoing review, evaluation and assessment of campaigns and programs in order to achieve and exceed annual stated goals, objectives and performance measures.</p>		

<p>Minimum Qualifications:</p>	<ul style="list-style-type: none"> • Bachelor’s degree in marketing, communications, tourism or a closely related field AND Five (5) years managing professional level staff in a senior-level brand marketing or CMO position with a global brand or company with an annual revenue of at least \$25 million OR Nine (9) years of experience as described above including Five (5) years of management experience at a comparable level to this position. • Leadership experience in B2C marketing. • Strong understanding of traditional and digital marketing strategies, with proven success record developing and implementing successful campaigns in both areas. • Strong understanding of key technology enablers including social media publishing and monitoring applications, content management systems, web analytics and project management. • Expert level knowledge of Microsoft Office suite applications. • Experience developing and managing complex budgets. • Advanced analytical, planning and organizational skills. • Excellent and demonstrated interpersonal, presentation, public speaking and written communication skills. 		
<p>Preferred Qualifications:</p>	<ul style="list-style-type: none"> • 3 or more years experience in a senior level marketing position in the travel/tourism industry, entertainment industry, or an advertising agency. • 10+ years proven leadership experience in B2C marketing. 		
<p>Travel Required?</p>	<p>Occasional, mostly in state.</p>	<p>Nights, Weekends Required?</p>	<p>As necessary</p>
<p>Deadline:</p>	<p>Open until filled; resumes will be reviewed immediately. Apply ASAP.</p>		

Application Instructions: To apply for this position, ***you must submit your resumé and cover letter (PDF format preferred) via e-mail to: jobs@georgia.org*** no later than the deadline listed above. Include the position title and location in the subject line of your e-mail. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000.

Additional Information for Applicants: *All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.*

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer