



## **JOB DESCRIPTION: DIRECTOR OF MARKETING & BRAND STRATEGY**

The Alaska Travel Industry Association (ATIA) is looking for an enthusiastic, innovative, and experienced marketer to join the ATIA team as the full-time **Director of Marketing and Brand Strategy**. This position will be responsible for creating and executing strategic marketing campaigns, elevating the destination's brand, and driving tourism growth. The ideal candidate will have extensive experience in tourism marketing, brand management, and a deep understanding of consumer trends in the travel industry.

The Director of Marketing and Brand Strategy serves as a member of ATIA's leadership team and oversees domestic consumer marketing and the brand: Travel Alaska. This ATIA team member will inform strategic planning and creative content for Alaska's consumer facing marketing program, implement board of director and committee recommendations, manage contracts and program budgets, and report on results. The Director of Marketing and Brand Strategy supervises and assigns responsibilities to ATIA's Content and Brand Manager, manages multiple marketing contracts, and reports to the ATIA President & CEO. She/He will also nurture a strong industry network among association members and industry partners and must have a solid understanding of the Alaska tourism landscape. The ideal candidate is passionate about the tourism industry, is creative, has a positive attitude, enjoys working as part of a team, is detailed, hard-working, and thrives in a fast- changing environment.

### **About ATIA**

ATIA is Alaska's only statewide membership trade association for the travel industry and represents over 600 members and businesses in Alaska tourism. ATIA promotes Alaska's visitor industry as one of the state's major economic forces and advocates for the growth of the industry, while remaining attentive to Alaska's natural environment, diverse cultures, and unique quality of life. ATIA conducts advocacy, education, and administers the State of Alaska's destination marketing program.

### **General Responsibilities**

- Collaborate with ATIA President and CEO and Marketing Committee members to develop goals and strategies for Alaska's statewide destination marketing program.
- Lead a team of marketing professionals to develop and efficiently implement marketing program and ensure consistent brand identity across all channels including advertising, public relations, social media, cultural tourism marketing, research, and TravelAlaska.com.
- Establish and track key performance indicators across all campaigns and regularly monitor effectiveness to optimize return on investment.
- Act as liaison to ATIA's Marketing Committee and subcommittees.



- Work closely with sales department to develop industry cooperative marketing programs and track effectiveness.
- Educate and promote Alaska's brand identity among marketing committee members, board of directors, industry partners and other stakeholders.
- Attend conferences, meetings, conventions, to stay current on market trends and new research.
- Create and adhere to marketing budgets.
- Support planning and implementation of ATIA's Annual Convention and Trade Show and other association activities as needed.
- Train, and manage ATIA team members, including performance reviews.
- Represent ATIA when speaking to the media and give presentations to industry groups regarding the Travel Alaska program.
- Maintains confidentiality of privileged information entrusted because of the position.
- Other duties as assigned.

### Qualifications

- A bachelor's degree in advertising, marketing, hospitality and tourism, business or closely related field, or a minimum of 5 years of progressively responsible experience in marketing, sales, advertising, and brand management.
- Experience developing and working within budgets
- Strong public speaking, written, oral, and interpersonal communication skills
- Proven dynamic leadership and project management experience
- Familiarity with marketing analytic tools and platforms
- Strong understanding of marketing trends and consumer behavior
- Adept multi-tasker with ability to quickly prioritize and effectively delegate tasks
- Knowledge of Alaska's travel and tourism industry and community is strongly preferred

### Salary and Position Type

The Director of Marketing and Brand Strategy is a full-time, exempt position. This team member does travel and follows a flexible work week which may involve working some weekends.

Salary range: \$80,000– \$95,000 DOE

Benefits: Medical/Vision insurance, dental available, 401K, cool co-workers

Location: Anchorage, AK. Some travel required, in both Alaska and nationally

Send resume, cover letter, and three references to ATIA via Sara Sickler,

[ssickler@alaskatia.org](mailto:ssickler@alaskatia.org)

Position open until filled