



Job Description

**BRAND DEVELOPMENT AND
PUBLIC RELATIONS STRATEGIST**

**Position Code: A-M17
Salary Grade: A-S4**

SUMMARY

Under minimal guidance, oversees and manages comprehensive marketing, user revenue-generating programs (advertising), public relations and information, strategic planning, market research, creative services, and content dissemination. Responsible for increasing awareness, positive perception, brand awareness and image, customer retention and mobility on demand utilization for the family of programs and services available in The Anaheim Resort and Platinum Triangle. Work cooperatively with local stakeholders and partners to promote destination's values and services to attract, retain and increase revenue generating opportunities.

REPRESENTATIVE DUTIES

This list is intended to indicate the general nature and level of work performed by employees within this classification and is not designed to be interpreted as an exhaustive listing of all tasks required of employees assigned to this job.

This positions primary responsibility will be to assist with sale of advertising space to businesses, stakeholders and individuals. In addition, brand development and promotion of the destination in close cooperation and coordination with local partners and stakeholders to ensure brand strength and integrity to lead to robust advertising revenue potential.

1. Manages the development of strategic marketing/advertising plans and oversees the effective implementation of informational programs.
2. Manages all phases of contract administration between consultants and advertising clients. Assures accuracy of information, deployment schedule and distribution.
3. Develops and leads unique, public outreach and relations brand-building strategies that communicate a compelling value proposition for applicable programs and services.
4. Defines and leads the strategic vision for advertising and public relations outreach efforts that incorporate traditional advertising mediums, digital opportunities and options to be afforded through mobile functions and applications.
5. In coordination with local stakeholders and contractor, locates and contacts potential clients to offer advertising opportunities. Maintains all necessary contractual files on related accounts.
6. Manages and grows user revenue-generating programs including advertising opportunities, promotional campaigns, public relations.
7. Guides the department in the collection and syndication of best practices and the utilization of tools and systems to communicate, measure, and monitor marketing performance and ROI.
8. Develops and manages the work plan and budget.



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QUALIFICATION GUIDE

Knowledge of:

- Principles, practices, and techniques of marketing programs.
- Principles, practices, and techniques of administration of advertising programs.
- Principles, practices, and techniques of sales techniques.
- Principles, practices, and techniques of market research.
- Principles, practices, and techniques of project management and contract administration.
- Technology applications for marketing and public information programs.
- General administration and programming, finance, operations, and human resources.

Ability to:

- Support transformational change within an organization and to improve the communication's and marketing's contribution internally and externally.
- Communicate effectively at all levels and work collaboratively across lines of business and multi-functional team.
- Act as a self-starter with a results-oriented approach; take ownership and initiative; have the persistence and resourcefulness to work through obstacles; energetic and enthusiastic; strong bias to action.
- Develop high-level marketing and brand strategy in line with the strategic vision of the organization.
- Understand sophisticated marketing analytics and segmentation priorities to determine unmet needs and to engage the organization around those opportunities accordingly.
- Understand changing market dynamics, translating them into actionable strategies to achieve company objectives.
- Build brands in the digital and social media age using best industry practices.



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EDUCATION AND EXPERIENCE

Any combination of education and experience equivalent to a bachelor's degree with a minimum of approximately three years progressively responsible experience in marketing, advertising sales, communications and/or graphics work. Advanced degree is preferred.

WORKING CONDITIONS/PHYSICAL ACTIVITIES

(The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. ART provides reasonable accommodation to enable individuals with disabilities to perform the essential functions.)

Positions in this class typically require:

- Work may be performed in a stressful, fast-paced office environment, depending upon assignment.
- Requires ability to understand verbal communication and to respond effectively.
- Positions in this class typically require: Reaching, Fingering, Grasping, Feeling, Talking, Hearing, Seeing, and Repetitive Motions in computer use.

Some advertising and other sales occur outside of the office, meeting with clients, prospective clients and other places of business. A critical part of this position is to build relationships with clients, to understand their needs, gather background information and ability to translate this information to meet the needs of The Anaheim Resort, Platinum Triangle and other local areas/destinations.

SPECIAL REQUIREMENTS & CERTIFICATIONS

Valid California Driver License. Pre-employment drug screening and background check is required. ATN is an equal opportunity & affirmative action employer.