



Position Title: Director, Marketing and Brand Strategy (Manager I)	FLSA Status: Exempt
Reports to: Chief Business Development Officer	Supervises: Marketing Team
Salary Range: \$8,715 - \$9,899 per month** + 20% Recruitment & Retention Differential **As part of the State's efforts to address ongoing budget shortfalls, through June 30, 2027, the Personal Leave Program 2025 [PLP] will be in effect. This consists of a 3% pay reduction in base monthly salary in exchange for an accrual of 5 hours of PLP leave per month. The salary range included in the job advertisement does not reflect the reduction in pay. <i>New to State candidates will be hired into the minimum salary of the classification.</i>	
Position Purpose: The vision for this role is to build and lead a high-performing, future-focused brand and marketing organization that serves as a strategic growth engine for the OC Fair & Event Center. This leader will unify marketing, communications, creative services, social media and sponsorship support into a more collaborative, data-informed, and innovative team. This position will work closely with the Chief Business Development Officer and executive leadership team to develop and implement marketing strategies that drive attendance, revenue, visibility, community connection, and long-term brand relevance. These initiatives will support the annual OC Fair, Pacific Amphitheatre, year-round events, facility rentals, sponsorship initiatives, community programs, agricultural programming, and future business opportunities. The director will bring the perspective of a senior brand executive with the hands-on leadership needed to modernize systems, strengthen internal partnerships, develop talent, and elevate the organization's public presence.	
Essential Functions: • Manage overall brand strategy for the annual OC Fair, concerts, ticketed events, sponsorship initiatives, facility rentals, community programs, and other business development priorities to help meet revenue and attendance goals. • Direct reputation management strategy across paid, earned, owned, and shared media (ie. advertising, digital marketing, social media, email marketing, website strategy, public relations, media partnerships, creative services, content strategy, guest engagement, and event marketing) to increase brand awareness and total sales. • Lead the long-term evolution of the OC Fair & Event Center brand, ensuring quality and consistency across the annual OC Fair, Pacific Amphitheatre, year-round events, community programs, and public-facing communications for strategic alignment. • Provide advice and counsel to executive leadership, department heads, and internal teams, proactively when possible, to ensure unified organizational messaging. • Develop and implement integrated marketing campaigns utilizing project management, graphic design, automation and analytics tools to support attendance, ticket sales, brand awareness, audience development, sponsor visibility, and guest engagement. • Create, oversee, and manage annual marketing plans, advertising plans, campaign calendars and media plans utilizing internal organizational tools, calendars and spreadsheets to ensure deadlines are met within budget guidelines. • Lead audience development strategies using data from customer insights, behavioral trends, ticketing information, CRM tools, email engagement, digital analytics, and campaign performance metrics to meet established department goals.	



- Oversee paid advertising strategy across digital, social, search, outdoor, print, broadcast, streaming, radio, and other relevant media channels to increase brand awareness within budget allocations.
- Manage organizational content creation by supporting internal staff in creative, design, photography, video, copywriting, digital assets, press materials, advertisements, signage, and website content to ensure cohesive public-facing collateral.
- Develop creative briefs and oversee production of major campaigns (i.e., annual OC Fair campaign, concert and entertainment campaigns, ticket sales campaigns, sponsorship-supported campaigns, community events, agricultural and educational programming, seasonal and year-round events, facility rental and business development initiatives) through cross departmental collaboration to ensure target audiences are reached.
- Lead digital transformation efforts by evaluating and updating the website strategy, SEO, AI search optimization, SEM, email marketing, marketing automation, digital analytics, content planning, and emerging guest engagement tools to optimize user experience and increase click conversion rates.
- Integrate AI, where appropriate, by researching and testing the applicability of personalization, predictive analytics, automation, and other technologies to improve efficiency, guest communication, audience growth, and campaign performance.
- Oversee social media strategy by sharing timely, relevant and accurate information across platforms and responding appropriately to community conversation, ensuring that platforms are used to engage audiences, support ticket sales and build brand relevance.
- Work with leadership and the Communications Department during times of crisis to craft written and verbal emergency response communications, public messaging, and media response to ensure efficient communication coordination.
- Collaborate with sponsorship and business development teams to measure sponsor value, support sponsorship sales opportunities, and develop activation concepts, to strengthen sponsor engagement and visibility.
- Oversee group event sales efforts by making connections, increasing events and business bookings to maximize use of property for revenue growth.
- Partner with operational management team and other stakeholders to ensure marketing strategies are coordinated, accurate, timely, and aligned with operational realities.
- Support a culture of communication by actively sharing information and planning with leaders and team members to ensure cross-organization collaboration.
- Lead and mentor Marketing, Social Media and Creative supervisors and employees by actively listening and providing regular feedback and opportunities for growth to distribute knowledge and develop a talent pipeline for organizational succession.
- Cultivate a positive team dynamic by regularly communicating and building trust amongst the team to foster a productive working environment rooted in creativity, accountability, innovation, collaboration, service, and continuous improvement.
- Direct the activities of the Marketing and Communications Department by establishing clear workflows, priorities, standards, timelines, and key performance indicators to ensure expectations are clear and delivered upon.
- Lead through participation in employee rewards programs and other activities to promote workplace diversity and recognize the efforts and accomplishments of staff.
- Manage vendor, agency, media, creative, production, technology, and contractor relationships through regular verbal communication and written follow up as needed to ensure quality work, fiscal responsibility, brand alignment, and timely execution.
- Track and analyze key organizational metrics (ie. campaign performance, digital engagement, ticket sales trends, attendance impact, audience growth, and marketing ROI) utilizing internal software, dashboards and spreadsheets to measure and report on overall strategy and media effectiveness.



- Research trends related to marketing, entertainment, live event, digital media, AI, guest experience, and consumer behavior through industry publications, round tables, relevant podcasts, platform insights, and other means to incorporate ideas and improvements.
- Assess operations and procedures through internal audits to ensure compliance with local, state, and federal regulations governing business operations.

Qualifications:

***Please note, applicants must meet classification [Minimum Qualifications](#) as required by the State of California**

- Knowledge of Marketing, Communications and Business Administration.
- Knowledge of intricate business operations within entertainment venues, attractions, fairs and festivals to create meaningful campaigns that resonate with a unique audience.
- Expert level knowledge of brand strategy to create and accomplish long term goals.
- Knowledge of CRM and loyalty marketing to personalize campaigns and boost retention.
- Proficient knowledge of SEO/SEM/AIO to connect potential customers to business related content for higher traffic and conversion rates.
- Working knowledge of social media trends and strategies to build brand awareness, engage customers directly and drive revenue through digital platforms.
- Intricate knowledge of ticketed events, admissions strategy, consumer promotions, membership or pass products and group sales support.
- Knowledge of the full life cycle for sponsorship sales to include supporting sponsorship activation, sponsor marketing, partner visibility, and measurable sponsor value.
- Proficient knowledge of project management tools, email marketing platforms, social media management tools, analytics platforms, CRM systems, ticketing systems, and digital advertising platforms.
- Strong knowledge of public relations best practices to manage organizational reputation and ensure messages reach intended audiences.
- Strong knowledge of crisis communication methods to prevent panic, protect public safety, preserve brand trust and control the narrative in sensitive situations.
- Knowledge of budget management to prevent overspending and maximize ROI.
- Expertly skilled in the English language with strong command of grammar, tone, messaging, audience needs, and executive-level communication for written and verbal communications internally and externally on behalf of the organization.
- Proficiently skilled in Microsoft Office Suite and comparable programs to develop executive presentations and brand collateral.
- Excellent interpersonal skills; must be collaborative, diplomatic, solutions-oriented to work cooperatively with many departments, priorities, and stakeholders.
- Strong ability to lead multidisciplinary marketing organizations to motivate a team and manage large interconnected projects simultaneously in a timely manner.
- Strong ability to implement paid media efforts to increase return on investment (ROI).
- Excellent ability to develop creative briefs and manage creative production workflows across multiple channels and departments to guide projects and align the team.
- Ability to think holistically about brand, revenue, guest experience, communications, and operational alignment to make and support strategic decisions.
- Ability to think strategically while also managing details, deadlines, workflows, budgets, approvals, and implementation to move projects forward.
- Ability to translate complex operational, business, or public-facing issues into clear marketing and communication strategies to provide counsel to executive leadership.
- Proficient ability to organize and prioritize varied tasks in a manner to effectively serve the needs of a fast-paced, public-facing, seasonal, and year-round event organization.



- Ability to visualize and implement creative ideas to positively influence the business reputation at scale.
- Ability to quickly learn emerging technologies including AI-powered marketing to increase efficiency while maintaining work quality.
- Strong ability to integrate new digital technologies into established processes for continuous improvement efforts including leveraging data to gain consumer insights.
- Ability to speak concisely and eloquently in high stakes situations to represent the organization to the media and public.
- Ability to collaborate with different levels across the organization to increase communication effectiveness and push projects and initiatives toward completion.
- Strong ability to change course and pivot to new creative solutions quickly.
- Strong ability to manage vendor, agency, contractor, media, technology, and production partner relationships to lead cohesive projects and campaigns.
- Genuinely curious to learn and adapt to new technologies and emerging trends to capitalize on time sensitive opportunities for brand awareness and increased efficiency.
- A leader who values accessibility, community connection, and respectful engagement with staff, guests, vendors, partners, sponsors, media, and external stakeholders.
- Passion for creating memorable guest experiences to strengthen the OC Fair & Event Center's role as a trusted community, entertainment, and event destination.
- Highly emotionally intelligent with a keen sense of situational awareness and good judgement to lead the organization through times of ambiguity.
- An enthusiastic team player, who is flexible with a good sense of humor to operate cohesively in an environment where priorities shift quickly and structure may evolve.

Physical Demands:

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk and hear and will work both indoors and outdoors during all types of weather. The employee is required to sit for extended periods of time and will need to stand or walk for extended periods during events. Employee must use hands and fingers to operate, handle, or feel objects, tools, or controls; and reach with hands and arms. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderately quiet, however louder noise levels may be experienced during outdoor events and when in larger event buildings.

Job Description Acknowledgement:

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Will be required to perform other duties as directed, requested or assigned.