



USA

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Brand USA



Request for Information  
Brand USA Marketing Department Staffing  
February 14, 2022



## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs\* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit [www.TheBrandUSA.com](http://www.TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [www.VisitTheUSA.com](http://www.VisitTheUSA.com).



## PURPOSE

The purpose of this Request for Information (RFI) is to build non-exclusive relationships with qualified staffing agencies to help recruit candidates for up to 30 positions at Brand USA in 2022 with a concentration in the marketing department. We are seeking firms with subject matter expertise in helping to identify and place employees and help Brand USA achieve its mission. These positions - which may be temporary, temp to perm, or permanent (strong preference) - consist of 5 seniority levels.

The Brand USA Marketing Department executes the Company's international business mission by developing and launching partner driven media campaigns, engaging in trade shows and sponsored events, producing and distributing promotional films, and distributing promotional content via the internet and streaming media. The Marketing Department – led by the Chief Marketing Officer - is comprised of smaller teams under the 4 broad categories of Partner Marketing/Strategic Alliances, Integrated Marketing, Global Markets, and Products and Technology.

- Coordinator (Entry level) – Zero to two years of experience.
- Senior Coordinator – Two to four years of experience
- Manager/Senior Manager – Four to six years of experience with two years being in specialized area. (Example, Media Buying, Media Planning, Content Creation, Project Management)
- Director – Six years or more with at least four years of experience in specialized area.

Brand USA has hybrid remote work environment; new hires may work entirely in a remote environment, entirely from Brand USA's Washington D.C. office, or in some combination depending on the nature of the position. DMV residency is preferred and may be required for specific positions. Regardless of work location, all new employees must be vaccinated/boosted against COVID and provide proof of vaccination prior to onboarding.



## Illustrative List of Positions (and expectations on timing for placement)

The 30 positions can be broken down into six tiers, with each tier comprised of five to six positions. Illustrative examples of the tiers designated 1<sup>st</sup> and 2<sup>nd</sup> are comprised of those positions that the Marketing Department deem to be of the highest priority. The immediate objective of Human Resources is to recruit and staff the 1<sup>st</sup> and 2<sup>nd</sup> tier positions by the end of the second quarter 2022 (June 30, 2022). The secondary objective is to recruit and staff the 3<sup>rd</sup> and 4<sup>th</sup> tiers by the end of the third quarter 2022 (August 30, 2022) and the 5<sup>th</sup> and 6<sup>th</sup> tiers by the end of the fourth quarter 2022 (December 31, 2022). Following is a sampling of the Tier 1 positions and responsibilities. The above is subject to change based on the availability of candidates, the needs of the organization, and other factors. Brand USA expects to work closely with vetted staffing firms to provide detail and direction that increase the likelihood of identifying and hiring candidates to achieve organizational goals. What follows below is high-level information intended to direct staffing firms to help hone in on the right candidates.

### **TIER 1: SENIOR MANAGER, PARTNER MARKETING** **(UNDER PARTNER MARKETING/STRATEGIC ALLIANCES)**

The role of Senior Manager, Partner Engagement is to further the Partner Marketing and retention efforts, organizational goals, and bring value to the Industry for Brand USA. As part of the Partner Marketing department, this position develops and maintains relationships with assigned Brand USA partners, and oversees the execution and maintenance of all related partnership commitments and contributions. In this position, the Senior Manager oversees all corporate accounts and renewals of these accounts and assists in the fulfillment of the department functions.

#### **Experience & Skills Required**

- At least 4 years in a partnership marketing, or marketing environment, preferably within the travel industry
- Project Management experience to create and implement targeted programs with multiple stakeholders preferred
- Ability to write detailed marketing briefs, proposals, planning documents, and reports
- Experienced in creating media plans
- Support the execution of partner marketing plans and work across the organization to service our internal clients•
- Working knowledge of multiple Travel Industry segments is preferred
- Strong written and verbal communication skills
- Comfortable presenting to large groups
- Relationship management skills in a partner facing and team-oriented role



### **Education & Certifications Required**

- Bachelor's Degree in marketing, communications, or tourism or equivalent work experience

### **TIER 1: MANAGER, PARTNER ENGAGEMENT**

#### **(UNDER PARTNER MARKETING/STRATEGIC ALLIANCES)**

The Manager, Partner Engagement serves as the main point of contact in the effort to cultivate partner relationships and continued cash contributions from assigned Brand USA partners. The Manager, Partner Engagement works and communicates daily with those partners, and in conjunction with internal Brand USA marketing, to ensure the seamless execution and positive partner experience throughout the annual cycle of the relationship.

- At least 4 years in a marketing/revenue generating environment serving the travel and tourism industry
- Experience and success in selling various integrated co-op marketing programs
- Experience working with media agencies to develop marketing and advertising campaigns
- Proven track record of revenue generation across multiple destination marketing organizations, convention and visitor bureaus, and private sector tourism businesses within the assigned region preferred
- Proven track record of contributing to revenue, market share, or partnership engagement in past work environments preferred
- Demonstrated skills in understanding partner needs and how to integrate with Brand USA partnership marketing opportunities
- Relationship management skills in a partner facing and team-oriented role
- Strong prospecting/analytical skills to identify and develop new business/partnership opportunities
- Motivated "self-starter" that can maintain high levels of productivity and energy in a remotely deployed environment
- Comfortable presenting to small groups
- Valid driver's license may be required



**TIER 1: SENIOR MANAGER, DIGITAL ANALYTICS**

**(UNDER INTEGRATED MARKETING)**

The Senior Manager, Digital Analytics is responsible for measuring, communicating and optimizing the performance of Brand USA marketing activities. The position reports to the Vice President, Research and Analytics, enabling the organization to maximize the efficiency and effectiveness of its marketing activities through insightful analysis. The position works closely with the Integrated Marketing and Partner Engagement teams, data tracking vendors and media agencies to drive continual improvement of campaigns.

**Experience & Skills Required**

- At least 6 years in digital media, marketing, or analytics, and/or equivalent experience
- Strong proficiency with website analytics software (e.g. Google Analytics, Google Tag Manager, Facebook Insights, social listening tools, etc.)
- Deep understanding of digital media buying operations and data sources
- Experience working with international markets is a strong plus
- Experience in working with website optimization tools for A/B and multivariate testing, e.g. Google Website Optimizer, Optimizely, Aquia Lift, etc., is a plus
- The ability to lead projects independently
- Meticulous attention to detail, with a logical and methodical approach to problem solving

**Education & Certifications Required**

- Bachelor's degree in business, marketing, marketing research or related field related field plus equivalent work experience



**TIER 1: SENIOR MANAGER/MANAGER, MEDIA PLANNING**

**(UNDER INTEGRATED MARKETING)**

The Senior Manager, Media Planning will focus on strategic planning, campaign execution, analytics, and optimization across all global paid media campaigns for consumer and trade initiatives. This role requires close interaction with all internal departments, external agencies, as well as destination, corporate, and activation partners. This role will serve as the Brand USA's primary liaison to our media planning and buying agencies and media vendors. The Senior Manager, Media Planning will also serve as lead project manager for global media campaigns.

**Experience & Skills Required**

- At least four to six years work experience; at least two of those years focused in a media planning/strategy function
- Media agency experience, comparable to a Media Supervisor role preferred
- Consumer brand experience preferred
- Experience with multi-channel marketing; international marketing a plus
- Proven experience with both offline media (OOH, broadcast TV) and digital media (rich media, social media, paid search, programmatic) and corresponding metrics
- Experience with OTT/CTV and app advertising a plus
- Working knowledge of Google suite of advertising solutions, particularly DCM and Google Analytics
- Project management experience in developing and executing media plans
- Experience A/B testing for media and creative insights
- Ability to collaborate with creative teams and communicate media objectives to creative outputs
- Experience working and negotiating with various vendors and publishers
- Experience with applying media insights to content, creative, and copy executions
- General research, copy editing, and proof-reading skills, including the ability to write detailed media briefs, marketing plans and communication project plans
- Ability to balance multiple projects and workflows from start to finish to ensure timely implementation and delivery of marketing materials
- Proficiency with Microsoft Office suite for producing internal and external reports and presentations
- Strong proficiency with Microsoft Excel in development of budgets, flowcharts, and timelines
- Experience with Adwords and Salesforce a plus
- Strong written and verbal communication skills
- Strong relationship management skills in a partner-facing and team-oriented role
- Enthusiastic and self-motivated, with the ability to lead projects proactively
- Bi-lingual skills a plus



### **Education & Certifications Required**

Bachelor's Degree, preferably in Marketing or Communications; or equivalent work experience

### **TIER 1: SENIOR COORDINATOR, INTEGRATED MARKETING & SOCIAL MEDIA**

#### **(UNDER INTEGRATED MARKETING)**

The Senior Coordinator, Integrated Marketing works in support of Integrated Marketing to ensure executional excellence across all Brand USA marketing initiatives, including USA Campaigns, Partner Initiatives, and proprietary platform marketing initiatives.

### **Experience & Skills Required**

- 2+ years of relevant work experience
- Strong project management skills
- Strong written and verbal communication skills
- Proven experience in successfully handling multiple client/partner projects requiring detailed coordination
- Proven ability to build consensus and work effectively within a cross-departmental team Awareness of digital marketing tools, tactics and techniques.
- Ear for copy, an eye for imagery (both still and video) and a proactive work ethic are key
- Ability to work independently
- Ability to work in a fast-paced environment with tight deadlines
- Interest in travel and tourism
- Strong understanding of Microsoft Office, Adobe Creative Suite (Photoshop, InDesign, Illustrator) and social media platforms

### **Education & Certifications Required**

- Undergraduate degree in journalism, marketing, or communications, (familiarity with the travel and tourism a plus) or equivalent work experience



## PROPOSAL DELIVERABLES

### Executive Summary

- o Provide General Information about your company
- o Provide team bios and roles for employees directly involved with the staffing project
- o Provide client references, including a contact name and telephone number for businesses for whom you have performed similar work.
- o Provide examples of placements made by your company over the last 12 months.
- o Identify any conflict of interest that may arise as a result of undertaking this engagement with Brand USA.

### Budget/Fee Structure

- o Provide a cost proposal for providing the Scope of Work, including an itemized breakdown of billing rates and hourly costs.

## SCHEDULE

This is an open-ended RFI, so you may submit at any time. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

## DELIVERY OF PROPOSAL

Proposals should be e-mailed to [RFPAadmin@TheBrandUSA.com](mailto:RFPAadmin@TheBrandUSA.com). We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.



## EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Information will be evaluated to establish which Contractor best fulfills the needs of Brand USA and this project. Brand USA will be in touch if you meet our standards. This Request for Information in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified Contractors or to cancel this Request for Information. After awarding contracts, the schedule will include collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



## ATTACHMENT 1

### CERTIFICATION

*Please include this statement as part of the Proposal*

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

\_\_\_\_\_  
Official Contact Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Official Contact Title

\_\_\_\_\_  
Facsimile Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street, City, State, Zip



## ATTACHMENT 2 FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

### Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Experience, Expertise, and Demonstrated Results	50	
Account Manager	25	
Fee Structure	25	
TOTAL POINTS	100	