

Department	Marketing	Reports To	Senior Director, Digital Marketing
Date	March 2026	Initial Term	6 months

Content Strategist & Production Lead Contractor

Engagement Overview

Brand USA is the destination marketing organization for the United States, inspiring international travelers to visit through storytelling, content, and partner programs. We are seeking an experienced content production leader to build and execute foundational content programs on a contract basis for an initial term of six months, with the possibility of extension.

The contractor will work within Brand USA’s Content Hub operating model, where the internal team sets strategy, briefs, standards, and final approvals, and a production network of agencies, freelancers, and partners executes production and delivery. This role is the operational bridge between the two.

This is a substantial engagement. The scope of work described below represents a near-full-time commitment for the initial six-month term. Respondents should price their proposals accordingly.

Scope of Work

Content Strategy and Creative Development

The contractor will be Brand USA’s day-to-day content lead, responsible for:

- Developing content concepts and creative approaches for Brand USA’s owned channels—consumer websites, corporate site, social, and email—ensuring all content ladders up to campaign priorities and the traveler journey.
- Writing and managing production briefs for video, photo, and editorial projects, providing clear creative direction to agencies and production partners.
- Reviewing, proofing, and approving content deliverables from internal and external contributors, maintaining Brand USA’s storytelling quality and brand voice.
- Managing the editorial calendar and production schedules across consumer and corporate channels, keeping content moving through ideation, briefing, production, review, and publishing on a predictable cadence.
- Identifying content gaps and opportunities, recommending new formats, angles, or story approaches based on audience needs and performance data.
- Coordinating content needs across departments—Marketing, Partnership Marketing, Public Affairs, Communications, and Travel Trade—so that requests are prioritized and content is developed with multiple audiences and uses in mind.
- Building and documenting content repurposing workflows that plan upfront how a single core asset (e.g., a video shoot) gets extended into articles, destination guides, email content, social cuts, and AI-structured data.

Build a Freelancer Production Network

Brand USA needs a nationwide roster of vetted freelance video producers, editors, and photographers who can be deployed for destination shoots, b-roll capture, event coverage, and overflow production. The contractor will:

- Source, vet, and onboard an initial roster of 6–10 preferred freelancers, plus a broader tier of regional contractors for local production needs.
- Develop the supporting operational documents: SOW templates, onboarding packets, brand/production guidelines, and a vendor evaluation framework.
- Publish an RFI to recruit additional freelance talent nationwide.
- Manage the roster on an ongoing basis, including quality tracking and vendor performance reviews.

Launch a Destination Content Capture “Tack-On” Program

Many destination partners already run their own video and photo shoots. Brand USA is creating a program to contract with those production companies to capture additional Brand USA assets during partner shoots, rather than running separate productions. The contractor will:

- Develop the program guidelines and documentation covering eligibility, deliverable specs, rights terms, and quality standards.
- Identify upcoming partner shoots, coordinate Brand USA’s requirements, and manage the contracting process with each production company.
- Review all delivered content against production standards and ensure final assets are properly tagged and rights-documented.
- Maintain the project pipeline and track program progress (destinations covered, assets delivered, budget utilization).

Expected volume: This program will scale over the six-month term as partner shoot opportunities are identified. Expect to manage 5–10 tack-on projects during the initial term.

Digital Asset Management and Rights

- Implement and enforce DAM governance—tagging standards, metadata, rights documentation—so assets are searchable, reusable, and compliant.
- Manage content licensing and rights clearances for commissioned and acquired content.

Reporting

- Monthly content performance summary with optimization recommendations.

Quarterly program update covering production network status, tack-on program progress, content output, and forward priorities.

Qualifications

Required

- 10+ years in video production/editing, content strategy, content marketing, or editorial leadership across multiple channels (web, video, social, email).

- Strong creative instincts and storytelling sensibility—able to ideate on content concepts, shape narratives, and maintain a consistent brand voice across formats and channels.
- Experience developing and managing production briefs, providing creative direction to agencies and freelancers, and proofing/approving deliverables.
- Track record in building and managing freelancer or contractor production networks.
- Experience managing content programs involving multiple vendors, production companies, or partners—including contracting and rights management.
- Experience with DAM systems, metadata standards, and content rights/licensing processes.
- Comfortable working across departments and managing competing priorities in a fast-paced environment.

Preferred

- Travel, tourism, or destination marketing experience.
- Experience with localization/internationalization workflows.
- Familiarity with MediaValet or similar DAM platforms.

Bonus

These are not requirements, but candidates who bring any of the following will stand out:

- Hands-on video editing skills (Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve)—ability to do quick-turn edits, rough cuts, or polish deliverables when needed.
- Experience publishing and managing content directly in a CMS (WordPress, Drupal)—comfortable making updates, building pages, and troubleshooting without needing a developer.
- Practical experience with AI tools in content workflows (generative text, video assist, translation, tagging).
- Working knowledge of SEO and next-generation search optimization (answer engines, structured data).

Submission Requirements

Interested parties should submit the following:

- **Resume or CV** demonstrating relevant experience.
- **Portfolio or work samples** showcasing video production/editing craft and content program work. Samples should demonstrate both storytelling quality and operational execution.
- **Rate proposal** structured as a monthly retainer for the six-month initial term. Please indicate if you would also consider per-deliverable pricing for specific workstreams. Do not submit hourly rates.
- **References:** Two to three client references from comparable engagements.

Submissions should be sent to Dan Rosenbaum (drosenbaum@thebrandusa.com) with the email subject line: “Brand USA Content Strategist & Production Lead Submission” by 3/25/26.