



POSITION TITLE: Creative Manager

CLASSIFICATION: Full Time/Non-Exempt

REPORTS TO: Director of Marketing

UPDATED: July 13, 2026

As Creative Manager, you'll help bring the Visit Santa Barbara brand to life through thoughtful design, creative project management and visual storytelling. This role serves as both our lead in-house designer and the primary coordinator for larger creative initiatives, partnering with internal departments and external agencies to ensure every project reflects the quality, personality and beauty of the Santa Barbara South Coast.

From developing presentations and marketing collateral to overseeing advertising campaign creative, managing photography and video assets, and supporting organization-wide initiatives, you'll play a key role in shaping how Visit Santa Barbara is experienced across digital, print and in-person touchpoints.

Community Engagement: This role is ideal for someone who lives in or has strong ties to the Santa Barbara community. The Creative Manager will build relationships with local businesses, tourism partners, and community organizations, local photographers and videographers, so familiarity with the area and its culture is highly valued.

Work Location: This is a hybrid position based in Santa Barbara, California. You will be required to work in-person three days a week, to support community events, local productions, and collaborate with the team.

What You'll Do:

- Lead creative projects from concept through completion, developing project timelines, creative briefs and production schedules while coordinating internal stakeholders and external creative agencies.

- Manage agency relationships, creative deliverables, revisions and approvals to ensure projects are completed on time, within budget and aligned with Visit Santa Barbara's strategic objectives.
- Design and produce a wide variety of in-house creative materials, including presentations, reports, brochures, signage, digital advertising, social media graphics, event collateral and other branded communications.
- Collaborate with the Digital Marketing Manager to implement integrated marketing campaigns across digital, print, email, social media and other marketing channels.
- Maintain and evolve Visit Santa Barbara's visual identity by developing templates, style guides and creative systems that ensure consistency across all marketing and organizational communications.
- Review creative produced both internally and externally to ensure quality, brand consistency, accessibility and production readiness.
- Serve as administrator for Visit Santa Barbara's digital asset management system, maintaining photography, video and graphic libraries while coordinating asset requests and usage rights.
- Design and build branded email communications while maintaining visual consistency across consumer, partner and organizational campaigns.
- Develop creative materials supporting board meetings, annual reports, strategic plans, presentations, organizational events and cross-department initiatives.
- Evaluate emerging creative technologies, workflows and AI-assisted design tools that improve efficiency while maintaining Visit Santa Barbara's creative standards.

What You'll Need to Succeed:

- Bachelor's degree in Graphic Design, Marketing, Advertising, Communications or a related field.
- Three or more years of professional experience in graphic design, creative marketing or creative project management.
- Advanced proficiency in Adobe Creative Cloud, including InDesign, Photoshop, Illustrator, Acrobat and Lightroom.
- Strong understanding of typography, layout, branding, color theory and visual storytelling.
- Experience preparing artwork for both print and digital production.
- Working knowledge of HTML email development and digital marketing best practices.

- Excellent project management, organizational and time management skills with the ability to manage multiple priorities simultaneously.
- Exceptional attention to detail and commitment to producing high-quality creative work.
- Strong written and verbal communication skills.
- Collaborative mindset with the ability to work effectively across departments, vendors and agency partners.
- Self-motivated with sound judgment, creativity and problem-solving abilities.
- Familiarity with social media platforms and digital advertising creative specifications.
- Valid California Driver's License, auto insurance and access to a vehicle for work-related travel.
- Ability to work occasional evenings and weekends, as needed.
- Ability to travel, as needed.

Additional Skills That Make an Impact:

- Experience designing integrated marketing campaigns across multiple channels.
- Experience collaborating with creative agencies, freelancers and production vendors.
- Experience with digital asset management platforms.
- Experience with website content management systems, such as Simpleview.
- Experience with Figma, Canva or other collaborative design platforms.
- Basic motion graphics or video editing experience using Premiere Pro or After Effects.
- Photography direction or photo editing experience.
- Knowledge of accessibility standards and best practices for digital communications.
- Familiarity with AI-assisted creative workflows and responsible implementation of emerging design technologies.
- Working knowledge of Associated Press (AP) Style and editorial best practices.
- Experience in destination marketing, tourism, hospitality or lifestyle brands.
- Familiarity with the Santa Barbara South Coast tourism product.

What Visit Santa Barbara Offers You:

- Comprehensive medical insurance fully covered by the employer

- Voluntary dental and vision insurance
- 401(k) retirement plan with employer matching contributions
- Paid vacation and sick leave
- Ten paid holidays
- Cell phone reimbursement
- Opportunities to explore and engage with local hospitality businesses
- Flexible work options, including up to two remote workdays per work week (minimum three workdays in the office)

Please note that these are representative examples of benefits and may vary based on organizational policies.

Compensation:

Hourly Rate: \$35.00-\$40.00 per hour

Compensation will be determined based on experience, qualifications and overall fit for the position.

To Apply:

Please submit your cover letter, resume and portfolio to JessyLynn Perkins at jessylynn@santabarbaraca.com.

About Visit Santa Barbara

Visit Santa Barbara is a nonprofit destination marketing organization (DMO) primarily funded by the South Coast Tourism Business Improvement District, along with grants and membership dues. Through tourism marketing, public relations, group sales and community partnerships, Visit Santa Barbara works to generate overnight visitation, increase business and tax revenue, and support jobs throughout the Santa Barbara South Coast.

To learn more, visit **SantaBarbaraCA.com**.

Equal Opportunity Employer

Visit Santa Barbara is an Equal Opportunity Employer and is committed to fostering an inclusive workplace. Employment decisions are made without regard to race, color, religion, sex, national origin, age, disability, genetics or any other characteristic protected by applicable federal, state or local law.

Please note that we are not accepting in-person or phone inquiries regarding application status. Only candidates selected for further consideration will be contacted. We are not working with third-party recruiters or staffing agencies for this position.