



JOB DESCRIPTION:

Director of Travel Trade Development

Job Title:	Director of Travel Trade Development
Department:	Marketing
Reports To:	Senior Director of International Marketing
Classification:	Regular, Full Time Exempt
Supervisory responsibility:	None
Position Start Date:	ASAP
Salary range:	\$71,200 - \$103,500 depending on experience

Position Summary:

Responsible for promotion of California as a premier travel destination to the travel trade, consisting of operators, wholesalers, and travel agents within targeted domestic and international markets. Responsible for developing strategic trade programs for global and international marketing campaigns in Visit California's key international markets. Work closely with Senior Director of International Marketing, International Marketing Directors and Marketing Managers, and Visit California's international offices on various cooperative programs and promotional opportunities. Support Senior Director of International Marketing in organization of educational programs for California industry (e.g.: Visit California Outlook Forum, including International Summit) and reporting to Visit California's Board and International Advisory Committee.

Key Duties & Responsibilities:

- Develop strategic travel trade programs aligned with integrated consumer marketing campaigns
- Oversee management of key international and domestic trade shows, sales missions and events, and attend on behalf of Visit California as necessary
- Develop strategy for global trade tools, and oversee tool management and implementation domestically and in Visit California's international markets
- Oversee Visit California's familiarization trips for travel trade audiences and manage pool of familiarization trip resources
- Interface with California's travel and tourism industry partners on travel trade co-op programs and inquiries related to travel trade
- Create ROI criteria and measure ROI for Visit California's travel trade efforts

<u>Estimated % of Time</u>	<u>Activity</u>
35%	Oversee management of international trade shows and sales events. Manage domestic trade shows, including Visit California's presence at POW WOW, the largest travel trade show in the USA. Attend a variety of domestic and international trade shows and sales events as necessary. Actively work assigned market areas by interacting with the travel trade via written correspondence, telephone solicitation, in-person meetings (sales calls) and trade shows/events. Establish and maintain relationships with key tour operators and wholesalers in international markets, and receptive tour operators in the USA and California.
30%	Develop strategy for global travel trade tools including but not limited to online portal for all travel trade audiences, and online training program, educational video, and training manuals for frontline staff of travel agencies. Oversee global implementation and report ROI.
15%	Oversee arrangement of familiarization tour itineraries for travel trade groups organized by international offices, airlines, and major tour operators. Manage pool of resources needed for planning and execution of such familiarization trips. Ensure those resources are properly trained on California product and Visit California's brand and familiarization trip processes. Conduct trainings and presentations.
10%	Oversee travel trade development in Visit California's international markets, including communication, work direction, contract management, market updates, and coordination of various in-market promotional activities. Participate in regular international representation RFPs, strategic planning, annual work plan reviews and international staff performance evaluations. Participate in training of Visit California's domestic and international staff. Create ROI criteria and measure ROI for Visit California's travel trade efforts.
5%	Receive and respond to leads from key domestic and international clients. Send follow up information and materials, and forward requests for information to industry partners. Conduct educational seminars for industry on how to work with travel trade in various international markets. Create and present reports for external (California travel and tourism industry) and internal (Visit California's Board) stakeholders. Maintain client database.
5%	Other duties as assigned by supervisor.

Essential Qualifications:

To perform this job successfully, an individual must be able to perform each key duty satisfactorily:

- Ability to communicate and work well with others in a professional office environment.
- Minimum of eight years of professional experience in the tourism industry.
- Previous experience in sales, trade show and event management, and conducting group training and presentations.
- Education equivalent to a Bachelor's Degree or higher in marketing, recreation, tourism, or related field a must.
- Must be able to travel domestically and internationally.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Strong written and verbal communication skills.
- Knowledge of Microsoft Office products, including Word, Excel, and PowerPoint.

Compensation:

In addition to salary, Visit California offers medical, dental, vision, disability, sick and vacation leave, and a 401k plan.

How to Apply:

Please send your cover letter and resume by e-mail to Matthew Sabbatini, Senior Director of Finance and HR, at marketingjobs@visitcalifornia.com, no later than February 17, 2012.

CTTC is an equal opportunity employer.