



JOB DESCRIPTION: Travel Trade Manager

Job Title: Travel Trade Manager
Department: Marketing
Reports To: Director of Travel Trade
Classification: Regular, Full Time, Exempt
Supervisory responsibility: Some
Salary Range: \$58,000 - \$88,000 Depending on Experience

Position Summary:

The Travel Trade Manager will work directly with the Director of Travel Trade, regional Country Directors and Senior Director of International Marketing to develop and maintain all Visit California's travel trade programs as it relates to the promotion of California as a travel destination in all key Visit California's international markets. These programs include consumer-oriented advertising initiatives with trade partners, tradeshow, sales missions, familiarization tours, product trainings and other initiatives for the travel trade industry.

Specific responsibilities include:

- Act as daily point of contact with international office travel trade teams in designated markets;
- Liaise with travel trade operators, wholesalers, travel agents, trade and consumer media as well as in-state industry partners on various travel trade cooperative programs and promotional opportunities;
- Organize key tradeshow, sales missions and media events in respective markets;
- Assist regional Country Directors in responding to all industry requests and opportunities as it relates to international markets;
- Coordinate promotional activities related to assigned international markets which can include on- and-offline marketing programs in broadcast, print, outdoor, display, search engine marketing, eCRM, social media, mobile, Visit California's international websites and microsites, Visit California's international visitor's guides and other marketing sponsorship programs;
- Manage development and distribution of travel trade tools as assigned;
- Assist with a wide variety of other special projects or campaigns for Visit California (example: Visit California Outlook Forum, IPW).

Key Duties & Responsibilities:

<u>Estimated % of Time</u>	<u>Activity</u>
40%	Day-to-day coordination of trade opportunities in designated markets. Working directly with the Visit California offices to execute the marketing plan in trade discipline. Duties include daily communication, work direction for trade discipline, contract coordination, budget management, market updates, and coordination of various in-market promotional activities. Meet bi-weekly via conference call with market offices to review the status of all trade project and provide support as needed.
25%	Organize, lead and attend a variety of international and domestic trade shows, promotions and sales events. Interact with the travel trade via written correspondence, telephone solicitation, sales calls and trade shows/events. Establish and maintain relationships with key wholesalers and trade PR/media within market areas.
25%	Oversee Visit California's travel trade tools for tour operators and travel agents, by working with international offices, and Visit California partners. Liaise where needed with statewide DMO partners, conduct briefings, and provide materials for visiting groups. Attend key familiarization trips to represent Visit California, when needed.
5%	Follow up on all leads and requests with information and materials, forward requests for information to DMO partners. Maintain client database. Solicit promotional opportunities with trade partners in designated markets.
5%	Act as the key point of contact for all trade programs in designated markets for the purposes of compiling reports for Visit California Commission meetings, symposia, Year in Review, and other communication channels.

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 partner entities including statewide DMOs, state offices and other tourism partners.
- Ability to work independently, handle multiple tasks and meet deadlines.
- Minimum of three years of professional experience in the tourism industry, including working with international tour operators and media.
- Demonstrated experience in coordination of international marketing campaigns.
- Previous experience in sales and trade show management including project management, promotion of events and programs, industry attendance organization, event coordination, etc.
- Ability to make presentations to small and large groups.
- Education equivalent to a Bachelor's Degree or higher in marketing, recreation, tourism or related field.
- Must be able to travel domestically and internationally as needed.
- Work hours may sometimes reflect operating hours of designated markets.
- Strong organizational skills.
- Strong written and verbal communication skills.
- Working knowledge of Microsoft Office products, specifically, Outlook, Word, Excel and PowerPoint.
- Ability to speak a second language is a plus.

Compensation: In addition to a competitive salary, Visit California offers an excellent health benefit package. We also offer a fantastic PTO and holiday leave package, 401(k) plan, parking and much more!

How to Apply: Please send your cover letter, resume, and salary requirements via email to Sacramento Staffing Agency: help@sacramentostaffingagency.com. Visit California has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.