



CONTRACT DESCRIPTION: Client Relations Director (Liaison)

The Client Relations Director, internally referred to as a Liaison, is a contractor who is responsible for communicating with California tourism businesses regarding Visit California programs, co-ops, campaigns, trade missions, conferences, and other marketing and partnership opportunities. The Liaison holds a primary role in establishing and maintaining a strong relationship with tourism businesses throughout the state that invest in Visit California through an assessment. Liaisons establish positive relationships by meeting and speaking with various investors throughout a designated region of California and informing them of Visit California's marketing programs. For this reason, the Liaison must have exemplary social skills and a personable, professional demeanor. S/he must be able to identify an understanding of mutual goals and individual issues and must also take a proactive approach to problem solving. A Liaison must also be confident and an exceptionally capable speaker.

There are six Client Relations Director (Liaison) positions – one in each of the following areas:

- Northern California
- Southern California
- San Francisco Bay Area
- Central Coast
- Los Angeles County
- Orange County & San Diego

What does a Liaison do?

- Using a targeted list of clients, arrange and execute a monthly minimum of 25 one-on-one meetings with individual business owners or decision makers to communicate the benefits of Visit California and to evaluate the current state of our relationship
- Meet with destination marketing organizations (DMO) to remain engaged with local tourism representatives and communicate the benefits of Visit California
- Customize the conversation by articulating clear thoughts to clients or DMO partners to ensure understanding of the benefits of Visit California's programs
- Listen to clients to ensure that their needs are met and their expectations are exceeded
- Demonstrate professionalism with clients and partners to ensure that Visit California's reputation for extraordinary client service is upheld
- Troubleshoot issues and research problems as they arise
- Update client information on a weekly basis using a database management system
- Provide regular feedback on client and partner satisfaction and report any issues immediately
- Represent Visit California at tourism events while networking and scheduling follow-up meetings with clients
- Speak at tourism-related events and provide pre-event and on-site speech support to executive leaders at Visit California



- Attend Visit California board meetings, annual conferences and informational sessions
- Other projects as assigned

Qualifications:

- Bachelor's degree or higher level of education in a business-related field such as sales and marketing or equivalent experience
- Understanding and experience in identifying needs and personal care of high net worth clients
- Exceptional interpersonal and client service skills
- Excellent presentation skills and highly organized
- Ability to work in a dynamic, fast-paced and deadline-oriented environment
- Ability to study and retain information quickly
- Solid computer and technical skills
- Established home office and experience working from home preferred
- Tourism industry knowledge preferred, but not required
- Ability to travel

Project Budget, Fees and/or Expenses:

- The total budget for this project shall not exceed \$100,000
- Contractor shall receive a monthly base compensation of \$2,500 by meeting minimum requirements
- Additional commission will be given based on number of one-on-one meetings, speeches and event attendance

How to Apply:

Please send your cover letter, resume, and salary requirements via e-mail 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.