



## JOB DESCRIPTION:

# Director of Travel Trade Marketing

Job Title:	Director of Travel Trade Marketing
Department:	Marketing
Reports To:	Associate Vice President of Global Marketing
Classification:	Regular, Full Time Exempt
Supervisory responsibility:	None
Position Start Date:	ASAP
Salary range:	Depending on experience

### Position Summary:

The Director of Travel Trade Marketing is responsible for promoting California as a premier travel destination through the travel trade. Primary “client” segments include airlines, tour operators, wholesalers and travel agencies and agents who serve travelers in Visit California’s target domestic and international markets. Key responsibilities include developing Visit California’s global trade marketing strategy in addition to shaping localized trade strategies and overseeing their execution in Visit California’s top international markets. The scope of the multi-million-dollar trade marketing program includes advertising, promotional campaigns, strategic partnerships, training tools, content production, industry relations and business development through sales missions and tradeshow. The Director plays a significant role in driving major organizational priorities forward, such as Visit California’s luxury platform, airlift development and expansion into new, long-term markets.

Works closely with the Associate Vice President of Global Marketing, International Marketing Country Directors (3) and Visit California’s global network of 13 international offices (approximately 75 staff members), along with the greater International Marketing team and other Visit California departments such as Public Relations, Consumer Brand, Consumer Content and B2B Industry Relations on cross-departmental initiatives. The Director of Travel Trade Marketing regularly contributes to producing educational programs for California’s tourism industry (e.g., Visit California Outlook Forum, China Ready Seminars and other workshops). Reporting and measurement are also important functions of the role, be it reporting to Visit California’s Board and International Advisory Committee or showing the value of trade programming to participating industry stakeholders. Frequent travel and public speaking are required.

### Key Duties & Responsibilities:

- Develop effective travel trade marketing programs in alignment with Visit California's consumer marketing strategy that drive visitation and that reinforce the organization's standing as an industry innovator.
- Oversee management of major international and domestic trade shows, sales missions, new air service launches and events; attend on behalf of Visit California and lead industry delegations as required.
- Develop strategy for global trade training and sales tools and oversee their implementation and evolution to keep Visit California on the cutting-edge in the space.
- Guide international trade team in the development and management of familiarization tours for all travel trade audiences.
- Direct global offices in the curation and implementation of Visit California's network of California Advisory Boards made up of airline and tour operator executives and other key trade influencers at the executive level.
- Develop strategic alliances with both endemic and non-endemic brands.
- Lead a development of super affluent strategy globally.
- Interface with California's travel and tourism industry partners on travel trade co-op programs (trade campaigns, training platforms, sales missions, tradeshows, familiarization tours, etc.) and inquiries related to travel trade programs and trends.
- Create ROI criteria and oversee the measurement and reporting of all trade program results.
- Oversee travel trade budgeting and budget reconciliation, including recommending appropriate travel trade investments in Visit California's key international markets.
- Keep executive team apprised of the latest travel trade trends, opportunities and threats.
- Participate in RFP selection process for international marketing representation firms.
- Recommend new markets for exploration based on long-term potential for California.

### Estimated % of Time

### Activity

15%

#### **Strategy Development & Reporting**

Create annual strategic trade marketing plans in collaboration with executive leadership, country directors and global offices. Stay abreast of industry trends and the evolution of California's travel product to refine strategies as required for both proactive and reactive measures in the trade space. Oversee reporting of all trade programs from brochure analysis and

monthly reports to quarterly board reports and the annual Year In Review.

40%

**Program Execution**

Oversee global travel trade programs and year-round trade activities executed by the 13 international offices in collaboration with country directors. Oversee management of more than 20 annual tradeshows, sales events and sales missions in key markets around the globe. Oversee trade campaign development and execution, from agency takeovers and integrated co-op marketing campaigns with tour operators and agencies to sales incentive programs.

20%

**Trade Training & Tools**

Develop strategy and oversee implementation for global travel trade training and engagement platforms online and offline. These include the cutting-edge California Star online portal for all travel trade audiences; large-scale familiarization tours for product managers and agents; webinars; and Club California in-market training events. Oversee content development for trade product education and client selling tools such as videos and images.

15%

**Business Development**

Establish and maintain relationships with key tour operators and wholesalers in international markets, and receptive tour operators in the USA and California. Network with California Advisory Boards, airlines, industry associations and others. Develop strategic alliances with both endemic and non-endemic brands. Represent Visit California as required for U.S. Travel Association and Brand USA programs.

5%

**Industry Relations**

Interface with California travel and tourism industry partners including regional destination marketing organizations, hotels, attractions, event producers, retailers, car rental agencies and receptive operators. Field inquiries. Deliver presentations and participate in meetings to create new opportunities, educate industry partners on Visit California's trade strategy, tools and market specific programs and secure participation/support.

5%

**Other**

Miscellaneous 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 and in the global marketplace.
- Minimum of eight years of professional experience in the tourism industry.
- Previous experience in sales, travel trade development, travel trade marketing, tradeshow and event management and training presentations.
- Education equivalent to a Bachelor's Degree or higher in marketing, communications, international relations, recreation, tourism, or related field is 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. Must be comfortable with public speaking.
- Knowledge of Microsoft Office products, including Word, Excel, and PowerPoint.

**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, job-specific skill training, parking and much more!

**How to Apply:** Please send your cover letter, resume, two (2) writing samples and salary requirements via email to Sacramento Staffing Agency: [help@sacramentostaffingagency.com](mailto: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.