



**JOB TITLE:** International Tourism Development Manager

**OPENING DATE:** September 1, 2022

**CLOSING DATE:** September 25, 2022

**SALARY RANGE:** \$65,000 - \$85,000

**WORK HOURS:** 8:30 AM – 5:30 PM Primarily - Hybrid Schedule (Minimum forty (40) hours per week with flexible arrangements, some telework for the 2 next months). Some evenings, weekends, or holidays.

**JOB SUMMARY:**

Visit San Antonio is looking for a Travel Industry sales professional to join its Tourism Development team. The ideal candidate is well-versed in travel industry sales and tactics, is a proven strategist, with excellent verbal and written skills. Travel and tourism is a fast-paced industry working on quick deadlines and multiple priorities. The International Tourism Development Manager will work under direction of the Director of Tourism Development, as well as collaborate across departmental lines to promote San Antonio as a premier leisure destination.

**ESSENTIAL JOB FUNCTIONS:**

- Represent Visit San Antonio to travel industry companies and organizations in Canada, China, Australia, and New Zealand.
- Maintain strong relationships with Visit San Antonio members, Travel Texas, Brand USA and U.S. Travel for opportunities and partnerships in new and existing programs
- Develop strong state DMO relationships for partnerships (including but not limited) on familiarization tours, gateway city opportunities and future hill country initiatives.
- Create and implement strategic plan for a portfolio of accounts, travel channels, and consumer promotions within the assigned territory to meet or exceed international visitation goals.
- Identifies and maintains account profiles on organizations or groups who demonstrate the potential to increase visitation to San Antonio.
- Prepares and gives presentations (as per brand standards) which illustrate the desirability of San Antonio as a leisure destination.
- Meets with organization executives and conducts tours of San Antonio to familiarize them with San Antonio, to include, hotels, attractions, and any key areas.
- Completes registration, planning and staffs exhibit booths at industry tradeshows.
- Explore and develop new non-traditional (outside of travel trade) consumer partnerships to expand reach and awareness to new targeted audiences.
- Explore and recommend new innovative platforms that place Visit San Antonio in a DMO first to market position.
- Develops budget and member communication plan for tradeshows, marketing and consumer engagement events that are held within assigned territory.

- Responsible for staying within budget for all marketing, promotions, and consumer events within the assigned territory.
- Serves as liaison for key industry groups as assigned.
- Manages contracted firms to ensure the execution of the plan.
- Works closely with Communications and Marketing to ensure that all programs, projects, and campaigns are coordinated to ensure consistent messaging and creative as per brand standards.
- Contribute to ensure Visit San Antonio's reputation among clients, stakeholders and partners remains the best possible. Attend public functions, including representing Visit San Antonio by serving as an emcee, moderator, host, representative or other spotlight role to highlight the company in front of potential members and stakeholders.
- Monitor key news to collect any information pertinent to the organization, industry and assigned markets and share information within the company as appropriate.
- Work across the organization's departments including Partner Relations, Government Relations, Marketing, Communications, Destination Sales and Experience and the Visitor Information Center.
- Collaborate with hospitality partners, State of Texas Tourism and others on sales & media missions, familiarization tours, industry events and other platforms.
- Assist with tracking key performance measures such as room nights, impressions, database collection, ROI for programs and promotions or campaigns; assist with reporting.
- Manage budgets and expenses while ensuring timely processing of invoices for multiple, concurrent projects.
- Communicate clearly and effectively with colleagues, partners, media, and other stakeholders in a professional manner always.
- Perform related duties and fulfill responsibilities as required.

#### **JOB REQUIREMENTS:**

- Proven track record and references on working in tandem and with kindness and gratitude with teammates in an extremely high energy, high stress, collaborative working environment.
- Bachelor's Degree from an accredited college or university with a preferred degree in tourism, marketing or related.
- Five (5) years of experience in travel industry sales – preferably in a tourism-related or consumer driven industry.
- Three (years) of event planning experience, to include client and consumer events.
- Bilingual is preferred (Mandarin, French), but not required.

#### **KNOWLEDGE SKILLS AND ABILITIES:**

- Excellent internal and external writing and verbal communications.
- Extensive experience in developing and delivering presentations at key industry events and travel industry offices.
- Savvy to trends that influence consumer behavior, drive business, create buzz and identify alignment or opportunities for destination toward organizational goals.
- Exhibit proactive and creative sales and strategic approaches, while maintaining travel industry relationships for incoming inquiries.
- Ability to handle a deadline driven environment, shifting priorities driven by last-minute opportunities, market changes and/or industry demands.

- Strong knowledge of travel industry sales channels in geographical area of responsibility and how to use them to drive demand.
- Ability to build and maintain close, collaborative relationships with all levels of the organization to ensure alignment and integration of messages and initiatives.
- Ability to build and maintain close, collaborative relationships with stakeholders, City department heads, and local industry associations.
- Superior organizational and problem-solving skills and ability to handle multiple priorities.
- Exhibit flexibility as Tourism Development can require after-hours, evenings, weekends, and holidays as needed.
- Exhibit exceptional teambuilding and interpersonal skills.
- Ability to travel nationally and internationally if needed.

**APPLICANT INFORMATION:**

- If selected for this position, official transcripts, diplomas, certifications and licenses may be required at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of the position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Candidates are allowed to substitute two years of related experience for one year of higher education or one year of related higher education for two years of experience.
- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional backgrounds checks may be conducted.

**PHYSICAL REQUIREMENTS:**

Physical requirements include occasional lifting/carrying of 10 to 15 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are primarily inside an office environment.

To apply for this position, please send the following to [jobs@visitsanantonio.com](mailto:jobs@visitsanantonio.com)

- **Completed application form** (available at <https://members.visitsanantonio.com/jobs-careers/>)
- **Resume**
- **Links to two or three examples of presentations that you have created.**
- **One example of a market plan.**