



JOB TITLE: MANAGER OF TOURISM DEVELOPMENT

SALARY RANGE: Commensurate with experience

OPENING DATE: July 10, 2017

CLOSING DATE: July 28, 2017

WORK HOURS: 8:30 AM – 5:30 PM (with nights and weekends as needed).

JOB SUMMARY

Under general direction, exercises independent judgment and initiative in managing high-level accounts, projects, marketing, and consumer engagement programs. Responsibilities include promoting San Antonio as a leisure destination; developing itineraries, product placement, facilitating hotel contracting, as well as identifying marketing and consumer promotions that will increase the number of visitors visiting San Antonio from assigned market.

ESSENTIAL JOB FUNCTIONS:

- Responsible for managing major accounts with high priority.
- Identifies and maintains files on organizations or groups who demonstrate the potential to increase visitation to San Antonio.
- Plans, develops, and executes the promotion of San Antonio to the leisure trade and consumer in the assigned markets.
- 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 trade and other shows as requested.
- Develops strategies for accounts management, marketing, and consumer engagement promotions within the assigned territory.
- Develops budget and communication plans for tradeshow, 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 overall 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.
- May coordinate the work of other employees.
- Develops sales plan for major geographical markets.

- Plans, manages and executes a pro-active sales effort by using customer relationship management software.
- Performs related duties and fulfills responsibilities as required to include creating plans and actions to achieve designated goals.

JOB REQUIREMENTS:

- Bachelor's Degree from an accredited college or university.
- Three (3) years sales experience (excluding retail sales) actively selling tourism related businesses, (hotels, attractions, wholesaler, tour operator).
- Valid Class 'C' Driver's License.

PREFERRED QUALIFICATIONS:

- Three (3) years sales experience with a Convention and Visitors Bureau, in a Tourism related role, working the domestic leisure market

PHYSICAL REQUIREMENTS:

- Physical requirements include occasional lifting/carrying of 25 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 with some traveling and use of personal Smartphone required.

KNOWLEDGE, SKILLS, ABILITIES:

- Knowledge of computerized databases and account management systems.
- Knowledge of the hotel industry policies, procedures, and strategies.
- Knowledge of tourism sales and marketing procedures, methods, and techniques.
- Knowledge of overall destination, city hotels, attractions, restaurants, and other event venues.
- Knowledge of guidelines applicable to the leisure sales industry.
- Knowledge of procedures, techniques and methods used to produce trade shows, meetings and social functions.
- Knowledge of effective telemarketing techniques and procedures.
- Skill in utilizing a personal computer and associated software programs.
- Ability to plan and host domestic sales calls and social and business functions.
- Ability to communicate clearly and effectively both verbally and in writing.
- Ability to develop clear and concise written reports and proposals.
- Ability to conduct effective presentations before large and small groups.
- Ability to establish and maintain effective working relationships with employees, co-workers, management and the public.
- Strong working knowledge of how to utilize industry partners in representing San Antonio, e.g., hotels, attractions, museums, restaurants, venues, etc.
- Strong leadership ability in guest/customer hospitality.
- Exemplifies customer service

To apply for this position, please send your application, resume, and cover letter to jobs@visitsanantonio.com