

We're Hiring!

Director of Travel Industry Sales

Santa Monica Travel & Tourism is looking for an experienced Director of Travel Industry Sales to diligently promote Santa Monica as a top destination for leisure, travel trade, meetings, incentives, and events with a focus on responsible tourism. This role grows tourism-related revenues in Santa Monica through strategic planning, leadership, industry knowledge and relationships, community assets and evolving tourism practices. They oversee the expanding sales team and representation firms in priority global markets, as well as the development of the department's annual strategy and programs. They also collaborate with SMTT's marketing team to develop promotional materials, develop tradeshow displays and plan other promotions required for business development. They will lead the destination team in cooperative marketing campaigns, sales calls, sales missions, and trade shows while developing training programs targeted to tour operators, product managers and travel agents. The Director is responsible for a balanced budget and sourcing from markets that meet SMTT's annual goals and objectives. This position reports directly to the President/CEO.

Apply Today!

Responsibilities

Hybrid work from home and in-office position as required; will include offsite events and other remote activities.

Staff Management

- Work in partnership with the Director of Sales, MICE.
- Oversee 1 assistant, 1 coordinators, 1 assistant manager & 2 sales managers.
- Outline individual goals with professional development plans; conduct quarterly and annual reviews as per SMTT policy.
- Promote and enhance existing standard operating policies.

Tourism Development & Strategy

- Develop an annual strategic trade and MICE business development plan in collaboration with the executive team.
- Plan travel trade development activities, including sales missions and trade shows in conjunction with stakeholders, travel trade familiarization tours, etc.
- Manage a database of tourism prospects and leads.
- Design, build and nurture a meetings and events partnership program with key stakeholders, accommodation partners, venues, and other potential partners.
- Research, identify and cultivate relationships with various client groups to generate incremental visitation, including sport organizations, executives, meeting professionals, group and FIT tour planners, motorcoach operators and others.
- Manage representation agencies (inclusive of contracting, programs and reporting, billing and vendors as needed).
- Strengthen industry partnerships with state, regional and Brand U.S.A. tourism offices.
- Assess and recommend opportunities for engagement in new markets/segments.
- Maintain and enhance tour operator, wholesaler, DMC, and meeting professionals' association relationships.

Marketing Campaigns & FAMs

- Collaborate with the Marketing team and representation firms to plan and execute room night sales driving campaigns with tour operators and consortia.
- Oversee co-op programs, promotions and training modules with industry and consortia partners.
- Work in synergy with the Client Services team to plan and execute familiarization tours, trade shows and events in/off site of destination for domestic and international programs.
- Provide direction on content for trade and MICE newsletters.

- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Medical, Dental, Vision, 401K & more**
- ⇒ **Beautiful offices in Santa Monica!**

Email the subject line TISDIR23 with your resume to employment@santamonica.com

Financial Management & Reporting

- Knowledge of budgeting and financial management required.
- Develop and manage department budget, deliverables and reports to stakeholders, TMD and SMTT Board of Directors. Account for monthly actuals and budget reporting, inclusive of in-kind contributions, partner fees and billings.
- Oversee the market-specific budgets in collaboration with representation firms and assigned Sales Managers.
- Track monthly reports and campaign results for departmental reporting.
- Ensure research and associated reporting for assigned markets is accurate and up to date.

Industry/City Relations

- Establish and maintain effective working relationships with travel industry partners and stakeholders within and outside of the local community and successfully solicit their participation in SMTT programs.
- Establish and manage relationships with counterparts in collaboration with SMTT's CEO.
- Represent SMTT at virtual and in-person community events and tourism industry functions. Occasional nights and/or weekends may be required.

Qualifications & Requirements

- Bachelor's Degree and/or minimum of 10 years tourism industry sales experience.
- Professional communication skills with individuals or groups in face-to-face or telephone/teleconference settings.
- Excellent written and verbal communication skills.
- Outstanding relationship management and leadership skills.
- Proven track record working in trade development, marketing, and the MICE industry.
- Superb time management skills and ability to multi-task and prioritize work.
- Knowledge of Microsoft Office, Mac, and CRM systems such as SimpleView.
- Must be able to travel domestically and internationally.
- Must be at least eighteen (18) years of age and possession of a clean driving record.
- This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk, and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.
- We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity or other protected characteristics.

About Santa Monica Travel & Tourism

Santa Monica Travel & Tourism is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit www.santamonica.com.