

We're Hiring!

Global Sales & Services Manager

Santa Monica Travel & Tourism (SMTT) seeks a Global Sales & Services Manager at the rate of \$80-90k annually commensurate on experience. The Global Sales & Services Manager is the relationship manager between SMTT and our travel trade and consortia partners, clients and representation firms within assigned global markets. Primary responsibilities include managing cooperative marketing campaigns, leading sales calls and sales missions, and developing training programs targeted to tour operators, product managers and travel agents. The Manager is also responsible for budgeting, programming and overall sourcing of leisure business to the destination from potential visitor markets that meet SMTT's annual goals and objectives.

Responsibilities

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

Tourism Development

- Manage and attend key trade shows, sales missions and events in assigned markets and other markets as necessary.
- Regularly obtain and distribute destination updates (i.e., new experiences, attractions, hotel product, events, etc.) to domestic and international agencies and clients.
- Work with industry partners to optimize efforts in target markets.
- Proactively gather, analyze and share market trends and intelligence with destination partners.
- Manage tour operator relationships in assigned markets and other markets as necessary.

Marketing Campaigns & FAMs

- Collaborate with the Marketing team and representation firms to plan and execute B2B and B2C room night driving campaigns with tour operators and travel agencies.
- Manage co-op programs, promotions and training modules with industry and consortia partners.
- Work in synergy with the Client Services team to coordinate and execute familiarization tours and events in destination for clients from assigned markets and other markets as needed.
- Source and develop content for travel trade e-newsletters and travel trade media.

Staff Management

- Provide daily guidance to the Global Business Development Coordinator, under the direction of the Director of Global Business Development.
- Provide an outline of Business Development Assistant goals to Director of Business Development and conduct annual performance reviews in tandem with leadership.
- Conduct weekly meetings with the Global Business Development Coordinator to ensure key projects and priorities are clearly defined and guidance provided as necessary.

Financial Management & Reporting

- Manage assigned annual budget for approved programs, trade events and FAMs for assigned markets.
- Complete required financial reporting on assigned projects, markets and programs, inclusive of in-kind contributions, partner fees and billings.
- Manage the market-specific budgets in collaboration with representation firms and under the direction of the Director of Global Business Development.
- Track monthly reports and campaign results.
- Facilitate accounting reviews for monthly invoices.

- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Medical, Dental, Vision, 401K & more**

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.

- 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 within and outside of the local community and successfully solicits their participation in SMTT programs.
- 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 minimum of 5 years tourism industry sales and marketing experience with proven track record. Experience with MICE and group sales is a plus.
- Experience with CRM and email marketing platforms is required.
- Event and trade show planning experience preferred.
- Professional demeanor and positive attitude.
- Event coordination experience plus strong organizational and planning skills.
- Excellent time management skills and ability to multi-task and prioritize work.
- Attention to detail and problem-solving skills.
- Knowledge of Microsoft Office Software, Mac, database experience.
- Excellent written and verbal communication skills.
- This position requires reaching and bending while cleaning and stocking.
- 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.

Apply Today!

Email the subject line GSM24 with your resume to employment@santamonica.com