



THE OFFICIAL DESTINATION MARKETING ORGANIZATION

Position: DIRECTOR, INTERNATIONAL TOURISM

Visit Seattle is now hiring a **Director, International Tourism** to lead the day-to-day operations of the International Tourism department. Key responsibilities include managing four staff, developing trade and media-oriented marketing strategies, executing direct-to-consumer advertising and marketing campaigns and developing systems and processes to ensure our geographically deployed Tourism Managers are operating efficiently. These activities all support International Tourism's objective of increasing, on an annual basis, room night production, average length of stay, international arrivals and market share, and destination awareness.

Characteristics of the successful candidate:

- Proven ability to effectively manage and lead a team.
- Polished hospitality or tourism leader with a strong customer service-oriented approach.
- Seeks out and implements process improvements (not content with "business as usual").
- Ability to manage multiple projects in a fast-paced environment.
- A work ethic based on a desire to exceed expectations.
- Dedicated, high-energy, and creative self-starter.
- Strong communication and public speaking skills.
- Superior independent work capability, as well as ability to work as part of a team.
- Excellent decision-making, problem solving, time management and organizational skills.
- Strong attention to detail and deadlines.
- Comprehensive knowledge of Seattle and Washington State as a tourism destination.

List of Essential Job Functions – International Tourism:

- Develop and implement global travel trade strategies and marketing plans to effectively promote and sell Seattle and Washington State across all key overseas inbound visitor markets.
- Support and lead Tourism Managers in their assigned international market(s) to include, but not limited to, marketing strategy, budget planning, familiarization trip coordination, billing, contract negotiation, sales trip and mission planning, and partner recruitment.
- Ensure department standards are met as it relates to the Tourism module of Simpleview, inbound and outbound calendar, general reporting to include, but not limited to; monthly reports, TIA reports, industry alerts/newsletters and Simpleview reports, itineraries, contracts, billing, marketing plans and overall execution of marketing representation contracts.
- Generate, maintain and leverage key domestic and international relationships with partners, such as airlines, tour operators, receptive tour operators, wholesalers, and media.
- Foster relationships with the Seattle hospitality community and Visit Seattle partnership. Initiate partnerships with new vendors as appropriate to achieve department and/or Visit Seattle goals.
- Collaborate internally across Visit Seattle to ensure integration of International Tourism activities.
- Assist Vice President, International Tourism in developing department budget on an annual basis. Reforecast budget on a regular basis.
- Represent International Tourism in committee and/or board meetings in support, or in the absence, of the Vice President, International Tourism.
- Represent Visit Seattle's leadership at major tradeshow and on sales trips and sales missions.

List of Essential Job Functions – Management:

- Lead, energize and develop a strong, motivated, competent and cohesive International Tourism team.
- Form strong relationships through positive communication that motivates team members. Is an honest, dependable, and valued team member, and actively involved in achieving department objectives.
- Establish and enhance department policies and procedures designed to maximize results for the community and increase efficiencies. Takes initiative to identify current and potential problems and determines the best solution.
- Meet with all direct reports on a regular basis (i.e. weekly) to support daily business, ensuring Visit Seattle and International Tourism objectives are being achieved.
- Conduct mid-year and end of year reviews for direct reports and organize entire department with appropriate documents and target dates for goals and review. Engage Vice President, International Tourism as appropriate.
- Personally conduct or oversee training for new employees to ensure established procedures are clearly understood and followed for all matters pertaining to International Tourism.
- Stay up-to-date on global tourism news and trends. Research and stay current on competitive landscape.

Education, prior work experience and specialized skills and knowledge:

- Minimum five years of relevant work experience in the tourism industry directly related to destination and/or tourism sales and marketing is required.
- Bachelor's degree preferred.
- Willing and able to work evenings, weekends and some holidays based on client and office demands.
- Current driver's license required.
- Current passport required.
- Able to travel up to 50% of your work time.
- Able to lift and carry a minimum of 50 lbs.

Compensation: Competitive

We offer a friendly, fun, team-oriented work environment in a downtown office tower connected to the Washington State Convention Center, a competitive benefits package that includes a Paid Time Off program, 10 paid office holidays, employer-paid medical, dental and vision, plus 401k with employer matching.

To Apply:

To apply send cover letter and resume to resumes@visitseattle.org or apply online through the [Career Portal](#).

Americans with Disabilities Specifications**Physical Demands/Work Environment:**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team or working closely with others by computer or over the phone.

- Work involves frequent FAM tours conducted with clients to include a combination of walking, hiking, outdoor activities and riding in coaches or vehicles for extended periods of time.
- Position will require occasional weekends and frequent early morning and evening hours based on customer's schedule and needs.
- Estimate approximately 50% travel.
- Able to lift and carry a minimum of 50 lbs.
- Requires grasping, writing, standing, sitting, walking, repetitive motions, bending, listening and hearing ability and visual acuity.
- Must have finger dexterity to be able to operate office equipment such as computers, printers, ten key, multi-line touch phone, filing cabinets, photocopiers, scanner and other office equipment as needed.

Work Environment:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing most of the duties of this job, the employee may not be exposed to weather condition. The noise level in the work environment is usually moderate.