



Job Opening - Director of Sales & Marketing

March 2020

Visit Santa Cruz County is currently seeking to hire a Director of Sales & Marketing to handle corporate group sales and international travel trade. The Director of Sales & Marketing is also responsible for overseeing the Sales & Marketing Assistant. The candidate will have a minimum of three years of sales and marketing experience in hospitality and/or tourism such as a hotel, attraction, or an event facility. A four year degree in Business, Marketing, or Tourism is preferred. Must be proficient in Microsoft Office (Word and Excel) and familiar with Simpleview and CRM systems. Excellent writing and verbal skills are needed for daily communication duties and frequent presentations.

The right candidate will be highly organized and detail oriented while maintaining superior customer service. Sales strategy, event and logistics planning, and travel industry experience is highly desirable. The candidate will show a proven track record of a sales and service-oriented working style. Leadership in supervising staff and industry relationship-building is required. Availability for travel, weekend, and evening work is required.

Competitive salary and compensation package with full benefits including health, dental, vision, and life insurance, PTO, and a 403(b) retirement account with employer contributions after 1 year of continuous employment.

Please do not contact Visit Santa Cruz County via telephone or in person in response to this ad. Send your resume and cover letter by email to hr@santacruz.org with a subject line of "Director of Sales & Marketing" with your cover letter noting your qualifications for the position. Any responses without the preceding requests will be filtered out.

Visit Santa Cruz County is an Equal Opportunity Employer. Equal employment opportunity includes, but is not limited to, employment, training, promotion, demotion, transfer, leaves of absence, and termination. All applications will be considered only on the basis of the applicant's knowledge, skills, and ability to perform the essential functions of the position, with or without reasonable accommodation. It is our established policy to provide equal employment opportunities to all qualified persons without regard to race, color, religion, sex, pregnancy, gender, sexual orientation, age, national origin, physical or mental disability, military or veteran status, genetic information, citizenship status, or any other protected classification, in accordance with applicable federal, state, and local laws.

The full job description follows on page 2:



JOB DESCRIPTION

Director of Sales & Marketing

Full Time

JOB DESCRIPTION

The Director of Sales & Marketing is focused on management of sales and marketing programs for the destination of Santa Cruz County in two primary markets:

1.) Corporate Groups – Promoting the brand message for the destination in the northern California market, positioning Santa Cruz County as an appealing option as a meeting destination, and to facilitate resulting lead generation for local hotel and meeting facilities.

2.) International Travel Trade – works with agency representation, Visit California and Santa Cruz hotels to facilitate receptive and direct tour operator contracts and relationships, with a special emphasis on the UK, German and Canadian markets and management of representation contracts. This position provides service and sales support by responding to group, tour, and travel trade inquiries and distribution of leads and referrals to appropriate VSCC partners, and tracking of room pick-up for quarterly reports. This position also oversees wedding-related program facilitation and inquiries regarding sports marketing opportunities.

The Director of Sales & Marketing is also responsible for overseeing the Sales & Marketing Assistant.

Qualifications

The candidate will have a minimum of four years of sales and marketing experience in hospitality and/or tourism such as a hotel, attraction, or event facility. A four year degree is also a strong qualification, particularly in Business, Marketing, or Tourism. Must be proficient in Microsoft Office (Word and Excel) and familiar with Simpleview and CRM systems. Excellent writing and verbal skills are needed for daily communication duties and frequent presentations. The right candidate will be highly organized and detail oriented while maintaining superior customer service. Sales strategy, event and logistics planning, and travel industry experience is highly desirable. The candidate will show a proven track record of a sales and service-oriented working style. Leadership in supervising staff and industry relationship building is required. Availability for travel, weekend, and evening work is required.

Job Description

This position is responsible to market Santa Cruz County as a destination to the corporate group market and the travel trade market. Candidate will generate qualified leads (particularly corporate meeting and tour & travel) for local lodging property partners. The Director of Sales & Marketing is VSCC's representative for the travel trade and meeting/event planners. They also serve as the primary contact to facilitate placement of general room nights for other group events, such as sports teams and family reunions. Regular duties related to identified markets include: daily follow up for inquiries and leads, coordination of and attendance at trade shows and familiarization tours, daily management of client databases, development of sales and promotional material content, overall facilitation of sales and marketing activities, and participating partner outreach and relationship development. Other duties include coordination of digital and print advertising and marketing campaigns as they relate to assigned markets. This position is also responsible for management of Sales & Marketing Assistant and international trade representation services contract(s).



JOB DUTIES

Group/ Corporate Meeting Marketing and Services

1. Responds promptly to group inquiries (All Markets) including conference, meeting, wedding, reunion, and sporting inquiries via e-mail, telephone, or lead distribution system (Cvent).
2. Builds relationships with clients and provides VSCC partner referral or lead distribution.
3. Provides qualified meeting and group leads/RFPs for potential business to participating and appropriate lodging partners.
4. Coordinate meeting planner FAM tours and individual client site tours as fitting per marketing strategy & budget.
5. Manages tradeshow coordination, participation, and follow up. Encourages VSCC partner involvement and manages cooperative opportunities, payments and coordination.
6. Maintains sales database on Simpleview and populates, as needed (with support of Sales & Marketing Assistant) all meeting and event planner contacts in a variety of platforms for different uses. Tracks lead distribution and annually reports on production.
7. Coordinates 2-3 partner meetings a year and ongoing communication with key partner staff to coordinate cooperative activities.
8. Manages and implements monthly Meetings E-Newsletter for consistent branding communication and destination updates for targeted meeting and event planners.
9. Develops and manages digital and print marketing assets and advertising campaigns through industry publications and organizations to reach target markets. All in accordance with budget.
10. Researches and develops marketing strategy within allotted budget to reach new potential markets that will generate group leads for local hotels, with special emphasis on the northern California corporate market.
11. Works with public relations and social media staff to identify key messaging to promote Santa Cruz County as a meetings destination with trade publications and online outlets, and respond to media requests.

International Travel Trade Marketing and Services

1. Coordinates and participates in tradeshows such as IPW and Go West Summit. Detailed preparation of all aspects before, during, and after - such as registration, set-up, appointments, collateral materials, and follow-up mailings for contact.
2. Distributes leads generated through marketing initiatives to VSCC partners in a timely manner.
3. Manages familiarization tours, site tours and sales mission coordination and participation.
4. Manages and provides in-house destination support to offsite Travel Trade Contractor for additional tradeshows, missions, and meetings.
5. Manages UK & Germany travel trade representation contract and ensures deliverables are met.
6. Manages quarterly Int'l E-Newsletter development and distribution to provide consistent branding communication and destination updates to tour operators, product managers, and travel agents.
7. Liaise with state, regional, and neighboring tourism boards or collaborations for development and expansion of international market efforts. Particular participation with VCA, CCTC, and regional counterparts.



8. Research markets and continually develop and implement marketing strategy to encompass targeted opportunities.

Project Management – Both Markets

1. Works with online and social media marketing staff and graphic designer to develop pertinent market materials and facilitates update of information featured in meetings, weddings, and travel trade collateral.
2. Works with online marketing staff each year to facilitate annual updates and ongoing monitoring of meeting, wedding, and travel trade web content.
3. Works with online marketing staff to strategize online marketing efforts (Google Adwords in particular) by reviewing programs and results quarterly.
4. Develops comprehensive sales and marketing activity calendars to track projects and distribute internally and externally as needed.
5. Coordinates all sales and marketing activity travel details, manages expenses, and submits payment requests, as needed per project within allotted annual budget.
6. Works with public relations staff on related media inquiries, film and photo projects, and promotional activities.
7. Ensures maintenance of comprehensive client data into database for tracking, reporting, and follow-up as needed.
8. Manages Sales & Marketing Assistant to effectively support all activities.
9. Other duties as deemed appropriate by CEO/VP, such as market research, strategic opportunities, and professional development.

Reporting

1. Prepares monthly sales inquiry, lead distribution, and packet distribution counts for official response report.
2. Provides monthly sales and marketing activity report to CEO.
3. Reports on market activities to partners twice a year, and VSCC board annually
4. Reports on production for Group Sales and Tour & Travel markets per VSCC efforts.

INTERNAL RELATIONSHIPS: Reports to CEO/Executive VP. Corresponds with other VSCC Department Directors and Travel Trade Contractor. Manages Sales & Marketing Assistant.

EXTERNAL RELATIONSHIPS: Maintains regular contact with VSCC's Partner Lodging and Service Partners, Meeting and Event Planners, and International Tour Operator clients. Also corresponds with Graphic Designer, International Travel Trade Rep(s), Professional Industry Organizations, and Local and State Tourism Boards/Councils.