



Position	Manager, Tourism Development
Reports to	Tourism Director
Department	<i>Tourism</i>
Classification	<i>Exempt</i>
Date	<i>April 2019</i>

General Summary

MISSION: TO DEVELOP, MARKET AND SELL ANAHEIM TO BENEFIT THE ECONOMIC VITALITY OF OUR NEIGHBORHOODS.

The goal of this position is to increase Visit Anaheim's market share of domestic and international leisure travel business working in a strong team environment. Implement innovative consumer initiatives and efforts in key markets by maximizing the use of partner lodging facilities, attractions, transportation companies, shopping, dining, cultural and sport venues.

Primary Duties and Responsibilities

Responsibilities will include but will not be limited to:

Essential Functions:

1. Drive overnight stays and extend length of stay in Anaheim and Orange County by developing consumer programs to grow awareness and increase demand.
2. Position the destination as the ideal Southern California base of stay by highlighting the key attributes of the destination in the consumer and trade markets.
3. Initiate co-op sales and marketing opportunities with key airline, trade and OTA partners to launch consumer promotions and generate demand to area hotels, traffic to online resources and engagement.
4. Develop sales platforms to reach consumers and/or trade to help partners reach their goals by becoming an extension of their sales team.
5. Manage third party companies who represent Visit Anaheim in international markets by creating and providing strategic planning, content development direction, destination updates, and providing resources. Review performance of third parties through program results and reporting.
6. Focus on the domestic and current international markets by creating and executing innovative, cost effective sales efforts, programs, and events to strengthen brand awareness and presence. Keep informed with marketing trends, both macro trends and specific market trends, to identify the most strategic partnerships and programs.
7. Leverage existing assets and alliances to expand and develop educational resources and online tools to increase booking conversions and deliver the destination message to a broader audience.

8. Identify new tools by collaborating with the Marketing and Communications teams to design and produce customized collateral materials, online resources, web content, etc.
9. Define strategic itineraries for educational (FAM) tours to provide firsthand destination experiences for domestic and international tier-one clients.
10. Work with Communications staff in key initiatives throughout the year.
11. Provide periodic destination updates to tier-one clients and keep them updated about new developments and resources.
12. Participate at travel industry tradeshows such as IPW. Attend conferences, product launches, and partner events as needed.
13. Maintain and update key client database.
14. Prospect, identify and provide leads and referrals to partners.
15. Experience with developing and maintain budgets for market specific programs including but not limited to co-op marketing programs, sales missions, fam tours, and special projects.
16. Complete and submit expense reports, metrics, trip reports, and other administrative duties as needed.
17. Promote Tourism meetings and events to partners. Consult and advise individual partner representatives about market insights.
18. Support other members of the Tourism Development Team with special projects.
19. Experience in delivering public presentations on the visitor industry in Anaheim and Orange County to travel professionals, partners, community groups, schools and colleges.
20. Perform all other duties as assigned.

Specifications

A. Education

Required: 2-year college degree.

Preferred: 4-year college degree in Business, Marketing, Communications, Advertising, Hospitality/Tourism, Public Relations, or international languages/culture.

B. Experience

Required: 1-2 years sales or marketing experience in a related industry.

Preferred: 3-5 years sales or marketing experience in the hospitality or tourism industry.

C. Abilities

Required: Excellent communications skills; verbal and written, presentation skills, and accurate data entry. Strong cognitive ability required. Competency in Word, Excel, PowerPoint, internet tools and social media.

Preferred: Computer knowledge of Macintosh systems and PC systems, software knowledge of Simpleview, Excel, Microsoft Word, Outlook, Ring Central and Windows XP.

Fluency in second language.

The physical demands 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.

Must be able to travel domestically and internationally. Work week will regularly exceed 37 1/2 hours and not be limited to traditional work days Monday- Friday. Occasional evenings and weekends are required.

The work environment characteristics described here are representative of those an employee encounters while perform essential functions of this job. The work environment is a professional business office.

A consistent and reliable presence at work is necessary.

To Apply

Please submit resumes to Debbie Taylor at: careers@visitanaheim.org

Subject line to read: **Manager, Tourism Development**