



City of Flagstaff

International Travel Trade Manager

SALARY	\$59,862.40 - \$74,838.40 Annually	LOCATION	Flagstaff, AZ
JOB TYPE	Full-Time; Exempt; Benefit Eligible	REMOTE EMPLOYMENT	Flexible/Hybrid
JOB NUMBER	070-23	DIVISION	Economic Vitality
SECTION	Convention & Visitors Bureau	OPENING DATE	05/12/2023
CLOSING DATE	5/25/2023 5:00 PM Arizona	PRE-EMPLOYMENT REQUIREMENTS	None
WORK WEEK	Monday - Friday, 8:00 AM to 5:00 PM (will require a flexible schedule and travel to meet business needs)		

Administrative Duties

<https://www.youtube.com/embed/uK9zsfGdAlw?&wmode=opaque&rel=0>

Actively supports and upholds the City's stated mission and values. Under direct supervision of the Convention and Visitors Bureau (CVB) Director, employees of this classification promote Flagstaff as a premier destination.

ADMINISTRATIVE DUTIES

- Supervisory: May train and supervise an intern.
- Budgetary: This job has partial responsibility for budgeting at the program level including providing input on budgetary needs for tradeshows, sales missions, memberships, ad placements, sponsorships, collateral needs, etc. Exercises independent judgment in allocating the budget and program plan for specified markets.
- Strategic Planning: This job has partial responsibility for strategic planning at the program and division levels including providing input regarding respective markets, program area, and CVB goals.
- Policies/Procedures: This job has full responsibility for developing, implementing and interpreting policies and procedures for the travel trade program.
- Compliance: This job has partial responsibility for following, assisting in ensuring compliance with, and may enforce Federal, State, and Local laws, rules, and regulations as well as City policies and procedures.
- Council Communications: This job has partial responsibility for assisting with making recommendations and presentations, writing staff summaries, ensuring performance measures are met and balancing needs with Council's adopted priorities and direction at the program level.
- Reporting: This job has partial responsibility for reporting to city management and stakeholders regarding tasks completed, follow-up from sales missions/shows, and sales activities.

Examples of the Work Performed

EXAMPLES OF THE WORK PERFORMED (ILLUSTRATIVE ONLY)

- Provides excellent customer service to both internal and external customers.
- Liaison for the CVB with international marketing partners such as: AOT, Brand USA and US Travel.
- Promotes Flagstaff as a premier visitor destination including traveling regionally and internationally, meeting with/presenting to meeting planners, tour operators, dignitaries, and key decision makers.
- Generates quality leads for Flagstaff hotels, restaurants, and tourism-related businesses with the goal of generating increased BBB revenues for the city and community.
- Plans, executes, and implements sales efforts such as tradeshow programs and sales missions including researching viability and coordinating stakeholder attendance, setting appointments, creating trip reports for stakeholders and following up on leads.
- Plans all marketing and ad buys with international marketing partners such as: AOT, Brand USA and US Travel with approval by the CVB Director.
- Conducts research to determine which programs would best benefit the Flagstaff tourism industry.
- Provides input on the annual budget for Tour and Travel sales and manages expenditures.
- Develops presentations and trainings for specified markets and programs.
- Guides development of prospective markets and generates strategies and action plans to promote Flagstaff.
- Conducts outreach and marketing efforts to promote Flagstaff as a tour and travel destination.
- Develops long and short range tracking programs to ensure return on investment and generates reports for specified markets.
- Works to strengthen international and domestic visitation to the community including identifying appropriate stakeholder relationships for tour operators considering the area.
- Identifies and implements strategies for action to improve overall increase in visitation especially from our top five international markets.
- Generates statistical reports, information, and plans in connection with the International Travel Trade Program.
- Analyzes demographics, budgets, and financial information and prepares comprehensive reports regarding the planning and implementation of international visitation for Flagstaff.
- Plans and executes meetings, familiarization tours, site tours, and industry functions including preparing itineraries, organizing events, securing hotels, dining, and meeting accommodations.
- Serves as liaison between clients and stakeholders requiring direct and indirect contract negotiations.
- Builds and maintains stakeholder and client relationships.
- Provides on-site conference or tour support to groups as required or requested.
- Maintains current information on tour operators, meeting planners, and other target organizations.
- Provides input for CVB generated sales collateral including developing content for CVB information packets, online resources, and other marketing materials.
- Knowledge of the northern Arizona region to create customized itineraries for a variety of tour operators.
- Performs any related duties that further the mission of the Flagstaff Convention and Visitors Bureau.

Qualifications

MINIMUM REQUIREMENTS

- Bachelor's Degree in marketing, advertising, communications, public relations, and/or business.
- Two years of experience in travel trade sales and/or programing.
- Two years of experience in Word, Excel, PowerPoint, CRM, and the Internet.
- Or any combination of education, experience, and training equivalent to the above Minimum Requirements.

DESIRED EXPERIENCE AND TRAINING

- Master's degree in marketing, advertising, communications, public relations and/or business.
- Three or more years' experience in travel trade sales and/or programing.
- Destination Marketing Organization/Convention and Visitors Bureau experience in travel trade.
- Fluency in language(s) in addition to English.

OTHER REQUIREMENTS

- Must possess, or obtain upon employment, a valid Arizona driver's license.
- Regular attendance is an essential function of this job to ensure continuity.

- Must possess a valid passport upon hire.
- Irregular work hours and travel as necessary for sales and marketing activities.

Supplemental Information

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES (ILLUSTRATIVE ONLY)

- Language Skills: Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.
- Mathematical Skills: Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to work in a team environment.
- Ability to work in a fast paced environment and to meet deadlines.
- Ability to make oral and visual presentations to groups of all sizes.

PHYSICAL REQUIREMENTS AND WORKING ENVIRONMENT

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit. The employee is occasionally required to stand; walk; use hands and fingers to handle or feel; reach with hands and arms; climb or balance and stoop, kneel, crouch or crawl.
- The employee must regularly lift and/or move up to ten pounds, frequently lift and/or move up to twenty-five pounds and occasionally lift and/or move up to fifty pounds.
- There are no special vision requirements for this position.
- Working conditions include: travels, extensively at time, including multiple flights and flights of ten or more hours in length, spending the night upright in a small airline seat.
- The noise level in the work environment is usually moderate.

Benefits

The City of Flagstaff is a Qualified Public Student Loan Forgiveness Employer.

The City belongs to Northern Arizona Public Employees Benefit Trust (NAPEBT), a consortium formed to combine resources and leverage buying power in order to provide comprehensive and cost-effective benefits to employees. NAPEBT currently includes the City of Flagstaff, Coconino County, Coconino Community College, Flagstaff Unified School District, Mountain Line, Kachina Village Improvement District, and the Coconino County Accommodation School. NAPEBT continually works to ensure a better benefits package than any of the employers could offer individually, which keeps benefits costs down for employees.

INSURANCE

Benefits include medical, prescription, dental, vision, life insurance, and short and long term disability options.

For comprehensive information on the City's benefits package, please visit www.flagstaffaz.gov/benefits. To access the Online Benefits Center, visit www.napebtbenefits.com and select City of Flagstaff.

DEFERRED COMPENSATION

Employees may make pre- or post-tax contributions to a 457 Retirement Plan through Voya or ICMA account via Payroll Deduction.

RETIREMENT

Employees are members of Arizona State Retirement System (ASRS), Public Safety Personnel Retirement System (PSPRS), or the Elected Officials Retirement Plan (EORP) based on eligibility requirements.

Agency

City of Flagstaff

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(928) 213-2090

Website

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