



JOB TITLE: Director of Market Strategy

SALARY RANGE: \$ 90,000.00 - \$ 150,000.00

OPENING DATE: April 10, 2024

CLOSING DATE: UNTIL POSITION IS FILLED

WORK HOURS: Monday – Friday 8:30 AM – 5:30 PM

JOB SUMMARY:

This position will be responsible for sales analysis and strategy support for Visit San Antonio. The major roles are to implement market strategies and processes to optimize and maximize revenues. This position will report to the Vice President of Sales and will also work closely with the Chief Financial Officer, Finance, Marketing and Tourism Departments, as well as the hotel industry. May exercise supervision over assigned staff.

ESSENTIAL JOB FUNCTIONS:

- Act as overall business development consultant for Visit San Antonio.
- Oversee marketing strategies/ processes and unify strategy for Visit San Antonio.
- Implement market strategy operations, procedures and best practices to include validation and historical data review.
- Identify new market opportunities.
- Embed a revenue management culture with the Sales, Marketing and Tourism Departments.
- Provide daily, weekly and monthly reporting, such as Economic Analysis reports.
- Provide monthly reports on Market statistics to Hotel Partners and serve as the 'Subject Matter Expert' on Market Strategy.
- Provide monthly pace reports for meeting space and group room nights; monitor number of weeks covered by citywide.
- Challenge and recommend improved service levels and standards for the client.
- Build and maintain strong working relationships with the Sales and Tourism staff.
- Perform competitive benchmark studies and follow market trends.
- Create and maintain a 13-month rolling demand calendar.
- Create and develop pricing strategies in conjunction with the potential client.
- Provide monthly dynamic forecast of expected results, variances and budget comparisons.
- Act as a 3rd party to assist with managing and overseeing strategy for all bookings to ensure subventions are applicable or necessary to confirm booking to enhance effective management decisions.

- Support the Vice President of Sales in assessing, analyzing and offering of hosting obligations to group business opportunities.
- Analyze overall monthly performance and provide summary report with recommendations to improve long term strategies to the CFO and Vice President of Sales.
- Work in conjunction with Finance & Administration to confirm all audits related to room nights.
- Responsible for best practice standards to include: competitor analysis; environmental scanning; market modeling; distribution yield management; business mix yield management; length of stay yield management; inventory availability by channel; pricing control and new pricing concepts.
- Prepare outline for and support the annual revenue budget process.
- Any other duties as assigned by supervisor.
- Conduct quarterly Revenue Management Roundtable with city Revenue Leaders to review historical quarters data and strategize for the next 12 – 18 months.
- Perform weekly and monthly STR critique using the CBD and SATPID STR reports.
- Produce monthly 'need date' calendar for Marketing & Tourism teams for 365 window to target short term marketing opportunities.
- Attend all business review meetings to discuss new opportunities.
- Take active role in 'Business Evaluation' process, prior to delivery of proposals to clients, taking into consideration the overall Economic Impact and actual 'net' revenue of an event, including F&B contribution, HOT Tax and overall concessions being offered.
- Lead Economic Impact Studies for State Fund and apply for the fund for groups that meet requirements.
- Speak at the quarterly Hotel Lodging meetings and give market strategy and demand updates based on the trends that we are seeing in group and overall Market demand (demand 360).

JOB REQUIREMENTS:

- A Bachelors Degree in Hotel Management, Tourism, Economic Studies or similar degree.
- Highly computer literate with a high-level command of Excel.
- Knowledgeable of hotel technology: PMS, Channel Manager, GDS, CRS, Extranets and Ungerbock and/or Simpleview.
- Valid Class 'C' Texas Driver's License

PREFERRED QUALIFICATIONS:

- Masters Degree in Hotel Management, Tourism or Economic Studies
- 2 – 4 years of hands-on Hotel Revenue Management experience.

KNOWLEDGE SKILLS AND ABILITIES:

- Good analytical and numeric skills for fast data crunching.
- Strong ability and knowledge to develop standards of operations and strategic processes

- Good listening skills and the ability to anticipate business needs.
- Able to develop relationship with 3rd parties and internal/external clients
- Ability to work under own initiative in a highly pressured environment.
- Capable of prioritizing between revenue generating actions and time consuming tasks with low yield impact.
- Ability to work across all levels of leadership, including board members and elected official.
- Willingness to travel and ability to interact professionally with other cultures
- High level of motivation, determination and commitment

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications and licenses must be submitted at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of this position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional background checks may be conducted.

PHYSICAL REQUIREMENTS:

Physical requirements include visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate computer keyboard. Subject to sitting, standing, lifting and walking to perform the essential functions. Working conditions are primarily inside an office environment.

This position is a fulltime position, subject to local travel and/or evening and weekend hours on an as needed basis. Visit San Antonio offers a competitive benefits package including paid holidays and annual leave, health & wellness plan options, and retirement plan options. Visit San Antonio is an equal opportunity employer. Applications from men, women, individuals with disabilities, veterans, and people of diverse cultural backgrounds are encouraged to apply.

To apply for this position, please send your application, EEO questionnaire, resume, and cover letter to jobs@visitsanantonio.com.

Job post: [Here](#)