



International Tourism Sales Manager Job Description

Title: International Tourism Sales Manager
Reports to: Director of Sports, Tourism, and Convention Sales
Direct Reports: None

The Valley Forge Tourism & Convention Board is seeking an enthusiastic and experienced International Tourism Sales Manager who will proactively generate sales that are in-line with our strategic plan. The ideal candidate will have a proven track record of relationship development, the ability to prioritize workload, multi-task and have excellent communication skills.

Identify international tourism sales opportunities and develop short and long-term strategies to attract overnight business as related to tourism/leisure market segment. Bring business to the Valley Forge and Montgomery County area by promoting the area as a tour and travel destination to tour operators, travel agents, receptive operators, 3rd party agencies and group leaders within an assigned sales territory, including international market.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Contributes to the success of the Board's strategic plan and adheres to its core ideology.
- Develops sales strategies targeting tour/travel business & international business for Board members
- Maintains existing client base and develops new accounts within the tourism community.
- Selling the destination at domestic and international trade shows.
- Sales and solicitation of international travelers, including attendance at tradeshow
- Plans and executes educational meetings for hotel partners and all members, including attending, supporting and presenting at Quarterly Tourism Meetings
- Develop strong relationships with our hotel partners to improve communications and responsiveness to better support you in preparing monthly tracking reports for overnight tour groups
- Participate in Adopt-a-Hotel Program with ongoing communications and quarterly face-face meetings
- Manage and Educate our Hotel Partners regarding tourism business and FIT rates to encourage stronger hotel participation
- This position requires flexibility of hours, weekend work and overnight travel (including visitor center coverage, domestic and international trips such as China, India and other potential targeted markets tbd)
- Involved with the development and production of promotional and collateral materials for the tourism market
- Represents Board at tradeshow and professional organization meetings.
- Coordinates and participates in Familiarization tours for domestic and international clients
- Establishes and maintains relationships with statewide industry groups.
- Supports The Countryside of Philadelphia brand through the partnership with Chester County & Philadelphia
- Actively supports our PHLCVB relationship regarding tourism business by attending various meetings and partnership opportunities such as sales missions etc.
- Responsible for managing CRM (customer relationship management) software.
- Develop and implement the business plan and budget on an annual basis to promote the destination as a leisure visitor destination to domestic & international group tours, as well as FIT Travelers

- Manage and direct the tourism partnership program; instill a sense of collective energy within the tourism community; ensure that the group is proactive, effective and is playing a role in developing tourism for Valley Forge.
- Maintain ongoing support and dialog with all groups and committees related to tourism development
- Represent VFTCB on industry boards and committees.
- Actively participate with the state tourism office.
- Various other sales activities may be required to adapt to the changes in our tourism marketplace

QUALIFICATIONS: To perform this job successfully candidate should demonstrate a high level of energy, discretion, flexibility and good judgment, as well as an ability to work with senior executives and business partners. Must possess strong written and oral communications skills, as well as excellent organizational skills.

SUPERVISORY RESPONSIBILITIES: Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

CANDIDATE REQUIREMENTS: Bachelor's degree with 1 year of experience in the hospitality sales space. Driver's license, local area knowledge, prior hospitality industry (hotel, catering, attractions, etc.) and international sales is a plus.

Competencies and Skills:

- Excellent communication, management and sales skills
- Creative and detail-oriented
- Able and willing to travel within the US and internationally
- Preferred if the candidates is able to speak multiple languages
- Position requires occasional overnight travel
- Computer capability, experience with Microsoft Office Software.

LANGUAGE SKILLS Ability to read, analyze, and interpret general business periodicals, industry and trade journals, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

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. Lead by example.

WORK ENVIRONMENT and PHYSICAL DEMANDS: Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb. The position does require some weekday and weekend travel.

If you are interested in the Intentional Tourism Sales Manager position, please send your resume to jobs@valleyforge.org. No phone calls please. Only qualified applicants will be contacted. Visit <http://www.valleyforge.org> for more information about the Valley Forge Tourism and Convention Board.