



Position Title: **Manager, Global Development**
Department: Global Development
FLSA Status: Exempt
Reports To: Vice President, Global Development

Choose Chicago is the official sales and marketing organization responsible for promoting Chicago as a global visitor destination to business and leisure travelers.

POSITION SUMMARY

The Manager, Global Development is responsible for managing the program of work assigned by the Vice President, Global Development, for creating and implementing an integrated marketing and sales plan to increase Chicago's profile as a world-class leisure destination in the assigned travel trade markets. The ultimate goal of this position is to increase the number of tourists to Chicago Critical components of role:

- Work closely with industry partners such as travel trade, airlines, and receptive tour operators to develop marketing programs.
- Research, evaluate and assist with the development of new tourism products and services as needed to increase travel to Chicago.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Planning

- Design and implement an annual and ongoing sales & marketing plan for consumer, group and trade markets in assigned markets.
- Identify growth opportunities to increase and achieve targeted international room night goals through developing and executing various sales and marketing strategies.
- Consistently appraise the existing market segments and report to the Vice President, Global Development concerning significant developments and make recommendations for actions to be implemented.
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- Research, evaluate and assist with the development of new tourism products and services as needed to increase travel to Chicago.

Marketing & Promotions

- Work closely with the Vice President, Global Development and in-country representations offices to identify tour operator cooperative marketing and advertising opportunities.
- Work closely with the Marketing department to implement marketing and advertising programs. Coordinate with the marketing department on general travel trade and consumer marketing programs for assigned markets including the development of leisure promotions, and the creation of collateral including; website content, print and e-marketing.
- Coordinate implementation of special promotional events, sweepstakes, and contests.
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- Work closely with industry partners such as Brand USA, international tourism offices, airlines, and embassies, to develop marketing programs for assigned markets.
- Work with Media Relations so assigned markets get better media coverage.

Sales and Business Development

- Seek, qualify, and handle lead generation and distribution to Choose Chicago partners.
- Coordinate sales calls and prepare presentations to key receptive tour-operators in-country and participate in sales missions to tour operators abroad.
- Solicit sponsorships, manage booth vendors, coordinate booth logistics and participate in major international trade shows.
- Work with and build relationships with key clients (receptive tour operators, agents, wholesalers, tour operators) in the United States to increase Chicago's market share. This includes making sales calls and attending industry events.
- Responsible for all aspects of industry tradeshow participation, including but not limited to selection of shows, overseeing booth design & development of collateral, setting up appointments, working with partners for participation and follow up with lead distributions in designated countries.
- Work directly with Choose Chicago partners in facilitating familiarization tours prior to guests arriving and while they are here in the Chicago.
- Work with Choose Chicago partners that need to be educated and informed on the global sales process and the needs from assigned markets.

Organization and Reporting

- Serve as a spokesperson regionally to maintain global market awareness through industry meetings, Choose Chicago events, networking, and committee participation.
 - Maintain and report on monthly sales productivity information, including all sales activities, leads, and bookings.
 - Maintain proper control of internal systems including tracking of files, database management of customer files, activity reports, and other internal systems related to the direct sales efforts.
 - Work with the VP, Global Development on projects as needed and requested
 - Perform other duties as assigned.
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Minimum Requirements

- College degree in Hospitality Tourism, International Business or a related field preferred or cumulative equivalent work experience.
- Fluency in English and other languages desirable.
- Excellent verbal and written communication skills in English and other languages.
- 5 + years of experience in the international travel and leisure industry, hospitality, convention bureau industry or international tourism sales and management experience.
- Proven track record in managing clients from assigned domestic and/or international markets.
- Experience working with the international travel trades, receptive tour operators and airlines.

Knowledge, Skills and Ability

- Must be technologically proficient.
- Ability to effectively communicate both verbally and in writing with a strong knowledge of spelling, grammar and punctuation
- Must be able to speak publicly and give presentations to organizations, board of directors and community groups.
- Ability to represent Choose Chicago in a professional manner while interfacing with internal and external clients; good telephone skills.
- Knowledge of the city of Chicago, including hotels, attractions, restaurants, and shopping.

- Established relationships with Chicago's hospitality industry desirable.
- Possess good organizational and time management skills to handle multiple projects simultaneously.
- Must be a team player and assist with other markets as required.

Physical Requirements and Environment Conditions

- Must provide proof of being fully vaccinated as defined by CDC guidelines.
- Ability to travel by air or ground transportation as required.
- Ability to travel extensively on international flights (up to 18 hours per flight) and availability to work flexible hours, evenings and weekends as necessary. 20% expected travel.
- Strong working knowledge of office software systems, MS Office products including Word, Excel and PowerPoint.

TO APPLY:

This position offers a competitive salary and benefits package. Qualified candidates should submit resume and include **salary requirements** to resumes@choosechicago.com.

Choose Chicago

Human Resources Department
301 E. Cermak Road
Chicago, Illinois 60616
EMAIL: resumes@choosechicago.com
No Phone Calls

Choose Chicago is an Equal Opportunity Employer