



CHOOSE CHICAGO

Position Title: **Manager, Tourism & Global Development**
Department: Global Development
FLSA Status: Exempt
Reports To: Director, Tourism and 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 Tourism and Global Development Manager plays a key role in driving Chicago's leisure tourism by creating and implementing integrated sales and marketing plans to increase Chicago's profile as a world-class leisure destination in the assigned travel trade markets. This position is responsible for cultivating relationships with travel trade professionals (e.g., travel trade, airlines, and receptive tour operators), coordinating sales missions and FAMS, and implementing sales and marketing initiatives to increase tour products and promote Chicago as a must visit destination.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Planning

- Develop and execute a comprehensive annual and ongoing sales & marketing plan for consumer, group, and trade markets in assigned markets.
- Identify growth opportunities to increase and achieve department tourism goals through developing and executing sales and marketing strategies.
- Research, evaluate and assist with the development of new tourism products and services as needed to increase travel to Chicago.

Sales and Tour Product Development

- Conduct sales calls, destination training presentations, and participate in sales missions to engage key tour operators in targeted markets.
- Identify, qualify, and distribute leads to Choose Chicago partners, fostering collaborative partnerships to drive tourism growth.
- Cultivate and nurture relationships with key clients, including receptive tour operators, agents, wholesalers, and tour operators, to expand Chicago's market share.
- 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.
- Facilitate familiarization tours (FAMs) and provide support to Choose Chicago partners on global sales processes and market needs.
- Work with Choose Chicago partners to educate them about how to work with tour operators, receptives, and land operators.

Marketing & Promotions

- Collaborate with in-country clients and representation 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 to elevate Chicago's visibility and desirability as a tourist destination.
- Work closely with industry partners such as Brand USA, international tourism offices, airlines, and U.S. embassies, to develop marketing programs for assigned markets.
- Collaborate with Media Relations to enhance media coverage and visibility of Chicago in assigned markets.

Organization and Reporting

- Maintain and report on monthly sales productivity information, including all sales activities, leads, and bookings.
 - Ensure proper management of internal systems for file tracking, customer database management, and activity reporting.
 - Perform other duties as assigned.
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Minimum Requirements

- Relevant experience or college degree in Hospitality Tourism, International Business, or a related field preferred.
- Fluency in English and additional foreign languages desirable. Preference for Spanish fluency.
- Strong interpersonal skills and ability to build rapport with travel trade partners.
- 3+ years of experience in the international travel and leisure industry, hospitality, or convention bureau industry.
- Proven track record in managing clients from assigned domestic and/or international markets.
- Experience working with domestic and/or international travel trade, receptive tour operators and airlines.

Knowledge, Skills, and Ability

- In-depth knowledge of Chicago's tourism landscape, including hotels, attractions, restaurants, and shopping.
- Comfortable with public speaking and presenting on Chicago.
- Ability to represent Choose Chicago in a professional manner while interfacing with internal and external clients.
- Established relationships with Chicago's hospitality industry and/or travel preferred.
- Possess good organizational and time management skills to handle multiple projects simultaneously.
- Team player mindset with a willingness to support other markets as needed.

Physical Requirements and Environment Conditions

- Ability to travel domestically and internationally by air or ground transportation as required.
- Availability to work flexible hours, evenings, and weekends as necessary.

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