



Position Description

Title: Travel Trade Specialist

Reports to: Global Travel Trade Director (GTT Director)

Direct Reports: None

FLSA Classification: Exempt

Position Summary

Responsible for generating sales leads and group bookings that meet or exceed established goals of Memphis Tourism target markets within specific area and/or region. Another critical requisite of this position is to build and manage both external and internal relationships to ensure appropriate resources are available and focused to support achieving objectives.

Essential Job Functions

- Develop and maintain relationships with tour operators, groups, and organizations to generate leads and/or group tour bookings.
- Coordinate and arrange sight visits and fam tours for potential clients.
- Work with GTT Director in the development and implementation of sales strategies, objectives and special sales projects, such as sales missions, blitzes and telemarketing.
- Develop and maintain client files and ensures files are kept current and room nights are tracked routinely in the database system (Simpleview).
- Research and identify potential new tour/travel opportunities.
- Responsible for planning, attending and follow-up of trade shows and marketplaces to develop sales leads and to generate future business.
- Cooperate with tourism sales staff and other departments to accomplish the organization's goals and objectives.
- Maintain good rapport with the Memphis Tourism's membership.
- Generate weekly reports to GTT Director.

Position Requirements & Qualifications

Education/Experience

- Requires a bachelor's degree in a related field or equivalent experience and training.
- Requires a minimum of five years experience in tourism industry.

Knowledge, Skills and Abilities

- Strong proficiency and proven success leading sales and marketing efforts to help obtain business objectives and create competitive advantage.
- Strong ability to perform well and be unfailingly diplomatic in a high pressure and complex environment.
- A highly effective communicator with the ability to clearly and concisely articulate ideas, concepts, and proposals.
- Drive for results with the ability to juggle competing priorities.
- Computer Skills

Working Conditions & Physical Demands

- Position requires the ability to attend trade shows that involves long hours on a convention/trade show floor with little opportunity to rest, and attendance at local and out-of-town social functions required for networking, etc.
- Must be able to transport luggage, boxes of brochures, etc.
- Requires the ability to conduct tours for potential clients.
- Evening and weekend hours/work required at times over and above the traditional office requirements.
- Requires minimal travel.

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.