

VISIT FLORIDA shares Florida sunshine with the world. As the state's official tourism marketing organization, VISIT FLORIDA has been charged with selling an extraordinary vacation product since 1996. We are seeking a team-focused individual to join our team as our **Director of Global Travel Trade**. This position will direct, implement, and manage our domestic and international trade strategy by managing business-to-business domestic and international trade, sales and events.

Our ideal candidate will be a quicker learner, able to manage multiple projects, and have an advanced understanding of international and domestic travel trade processes and strategy. They'll be able to build and maintain strong relationships with industry partners and develop the VISIT FLORIDA Global Trade team.

This role has the opportunity to be remote, but must be located in Florida.

Core Responsibilities:

- Develop and implement VISIT FLORIDA's domestic and international trade strategy to reach consumers via the travel trade outlets (tour operators, receptive operators, travel agents).
- Monitor international market-specific visitation and travel trends, social and economic fluctuations and consumer insights as a basis to inform strategy development and specific implementation process.
- Manage and provide direction to Global Trade team.
- Oversee and manage the domestic and international trade budget, including ITN, RFP, and selection of agencies.
- Maintain industry expertise with Florida Partners, stakeholders, DMOs, and attraction partners.
- Serve as lead for Florida Huddle hosted trade show, to include planning, program development, and event marketing. Serve as lead for VISIT FLORIDA's participation at IPW, WTM, and other trade shows.
- With support of agencies and travel trade team, oversee planning and execution of trade shows, trainings, eLearning, FAMs and missions for key industry partners to build awareness and preference.
- Represent VISIT FLORIDA at domestic and international missions, trainings, and trade shows.

Minimum Qualifications:

- Bachelor's degree in marketing, business, communications, public relations, or related field
- 6+ years in travel trade or tourism roles, with at least 1 + years of supervisory experience
- Demonstrated ability to collaborate and partner with internal team members to identify, prioritize and deliver on marketing or program initiatives
- Experience in project management, execution and delivery, providing direction and tracking progress against objectives and budget
- Ability to manage multiple high visibility, high urgency projects in a fast-paced, dynamic environment
- Strong verbal and written communication, interpersonal and presentation skills
- Position includes travel that will require a valid passport
- Ability to lift up to 50 lbs occasionally and walk or stand to a significant degree

Preferred Qualifications:

- Experience with trade program development
- Fluent in Spanish

You will be a valuable addition to the team if you:

- Thrive in a fast-paced, dynamic work environment
- Live the values that drive our business: Make an Impact, Work Purposefully and Live Passionately, Persist
- Embody VISIT FLORIDA's team principles: Empathy, Respect, Collaboration, Accountability and **Fun**

Benefits & Perks:

- Work with a knowledgeable, high-achieving, passionate, experienced & fun team
- Comprehensive benefits package, including medical, dental, and vision plans
- 401(k) plan with generous employer match
- Vacation time, paid company holidays, and volunteer hours
- Professional development opportunities and tuition reimbursement for continued learning

Apply Now:

Join us to discover what it is like to be part of a team that promotes the Sunshine State. Apply now: <https://www.visitflorida.org/careers>. This position is being advertised as open until filled.

VISIT FLORIDA is an Equal Opportunity Employer committed to a diverse and inclusive work environment.