



Georgia Department of Economic Development
Position Announcement

Title:	Director, Global Market Development	Entry Salary:	\$75,000- \$90,000 commensurate with experience
Division:	Tourism	Location:	Atlanta office
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, addressing macro level workforce issues, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development.</p> <p>The Tourism Division promotes the State of Georgia as a tourism destination. This position manages the day-to-day operations and supervision for the Global Market Development team. The successful candidate’s primary goal is to build relationships with domestic group tour operators, international travel trade, and media to expand awareness and availability of Georgia’s destinations and travel products. Specifically, responsibilities include:</p> <ul style="list-style-type: none"> • Develop working relationships with international tour operators to add new Georgia itineraries to their product mix; • Competitively procure and establish agencies in select targeted international markets to act as in-market specialists for Georgia. Manage and oversee contractor’s strategic marketing plan for in-country efforts to reach travel trade and media. • Negotiate/launch cooperative marketing campaigns leveraged with top-producing tour operators, Brand USA, and Travel South to drive awareness of Georgia product. • Create Explore Georgia branded presence at major travel trade shows and organize state and partner participation in the trade shows; • Supervise staff who attend domestic trade shows; • Organize/produce and lead stand-alone international sales and media missions to key target markets; • Create opportunities to connect regional partners with group tour operators through leads, regional meetings and show follow-up; • Fully integrate CRM system with Tourism Global Market Development and contracted international offices’ business practices; • Organize in cooperation with key tour operators and/or airlines product manager and travel agent familiarization tours. Assist with international media FAM planning. • Provide timely and relevant information for Peach Byte (industry newsletter); • Participate in Meet and Greets around the state to keep industry abreast of Market Development activities and opportunities; • Development and distribution of B2B publications: Roam – group leisure travel guide, Georgia Sports Planner, and International Travel Guide (six languages). • Supervise staff’s work with destination partners to conduct Domestic Group Operator FAMs; • Leverage memberships in industry trade organizations/associations (ABA, SYTA, Travel South, IITA, US Travel Association and Visit USA Committees) to further brand awareness in key target markets. 		

Minimum Qualifications:	<ul style="list-style-type: none"> • Bachelor’s degree in Marketing, Tourism, Public Relations or a closely related field AND four (4) years of sales or closely related experience with international travel markets. • Excellent communication, customer service, and time management skills. Especially needed are oral, written and interpersonal communication skills, including diplomacy, relationship building and motivation skills. • High proficiency with MS Office software (Word, Excel and PowerPoint). • Ability to conduct professional meetings with executives. • High level of ethical conduct; ability to work well with others or independently; ability to adapt quickly to change. • Must be willing to travel extensively both nationally and internationally 		
Preferred Qualifications:	<ul style="list-style-type: none"> • Six or more years’ experience in international tourism sales/marketing • Experience prioritizing and managing multiple projects. • Strong presentation skills • Previous customer relationship management software experience • Experience managing staff and outside contractors 		
Travel Required?	Yes	Nights, Weekends Required?	Yes
Deadline:	Open Until Filled. Candidates who apply earlier have a better chance of being selected for interview, so apply ASAP.		

Application Instructions: To apply for this position, ***you must submit your resumé and cover letter (PDF format preferred) via e-mail to: jobs@georgia.org*** no later than the deadline listed above. Include the position title and location in the subject line of your e-mail. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000.

Additional Information for Applicants: *All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.*

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer