

Trade Partnership Director Mexico

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Company: Preferred Hotel Group

Location: distrito federal

Category: other-general

13 days ago Requisition ID: 1340

Please note: Resumes and application responses must be in English. GENERAL SUMMARY

This associate will be responsible for managing existing, as well as developing new, trade relationships with trade partners and executing programs to support PTG Consulting's agreement to provide representation services for Saudi Tourism Authority (STA) in Mexico.

ORGANIZATIONAL RELATIONSHIP

This position reports directly to the Country Manager Americas and works closely with the Strategic Head of Trade regarding North American strategic accounts and have regular direct contact with STA to fully support the project initiatives.

THE ROLE

The Trade Partnership Director-Mexico directly impacts the success of STA's program by ensuring contracted deliverables are met on time and within budget. They will leverage relationships with Mexican Travel Trade- tour operators, travel agencies, consortia, wholesalers, airlines, and other industry players to develop and execute integrated campaigns to increase industry awareness, engagement, and visitation to the destination. They will use their proven time and project management skills to oversee projects from beginning to end, ensure compliance of internal and external deliverables and improve or establish new processes and programs as needed.

DUTIES & RESPONSIBILITIES

Co-develop and implement plans within Mexico to deliver contractual agreements
Conduct sales calls with travel trade partners leveraging existing relationships to ensure

destination product is incorporated into annual product catalogs and are actively promoted through sales channels

Work with select trade partners to develop new product for sale via B2B and B2C channels under supervision of the Country Manager , Americas.

Maintain content for trade partner databases, including tracking of outreach activity, new product, and partner sales

Develop and conduct online and offline training programs including FAM trips to educate travel trade partners on destination offerings

Represent STA at select key tradeshow, roadshows, and consumer events

Manage events including budget development, planning, securing services, managing lists, and supporting promotional materials

Develop content and materials for use in trade outreach, events, and education activities

Provide content to assist with timely client reports that communicate results against contracted deliverables

Negotiate pricing for services by third party vendors

Provide other support to Strategic Head of Trade and Strategic Country Manager as needed

QUALIFICATIONS 10+ years experience in travel trade sales, marketing, and/or selling global destinations in Mexico

Established network within the Mexico travel trade market

Demonstrated track record of success

Experience developing and implementing co-operative marketing programs within the Mexican travel trade market

Extensive knowledge of online and offline tourism marketing and travel distribution channels

Proven project management skills, ability to manage multiple projects and deadlines

Experience in working with third-party vendors including price negotiation

Experience in planning and managing budgets

Experience in developing and delivering online and in-person training

Event planning experience

Superior verbal and written communicator

Highly organized self-starter, motivated, and results oriented

Team player and relationship builder

Skilled in Microsoft Office programs

English Language a must.

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