

Join us – the Alaska Travel Industry Association is now recruiting a professional & creative team player to fulfill the role of ATIA Marketing Manager. This position will manage the planning and implementation of all travel trade marketing efforts and cooperative partnerships including joint programs with the Yukon Territory, British Columbia and Alberta (business travel may be required). This full-time, Anchorage-based position offers competitive compensation, a professional work environment and benefits. For details please review the comprehensive job description below.

The Alaska Travel Industry Association is a non-profit, member-based, visitor industry trade association that conducts marketing on behalf of the State of Alaska and represents the tourism industry in the policy arena. ATIA’s membership is comprised of more than 1,100 large and small tourism, hospitality and travel-related businesses throughout the Alaska including tour operators, hotels, cruise lines, airlines, excursions, attractions and more. For more information about ATIA, visit www.AlaskaTIA.org.

**Applicants should send resume and brief cover letter no later than March 8, 2012 to HRDirector@alaskatia.org or Fax to 907-561-5727
Attn: HR Director.**

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## **JOB DESCRIPTION: MARKETING MANAGER**

### **General Function:**

Assist in the planning and implementation of all trade marketing efforts and ATIA cooperative partnerships, including the North to Alaska ([www.northtoalaska.com](http://www.northtoalaska.com)) and Joint Alaska/Yukon programs. This includes planning, budgeting, coordinating and monitoring program components and facilitating communication between ATIA staff, committees, board and contractors.

### **Qualifications:**

A college degree in marketing, international business or related field, or minimum of 3 years of progressively responsible experience in tourism marketing. Strong written, oral and interpersonal communication skills required, along with budget management skills, excellent proficiency in MS Word, Excel and PowerPoint. ATIA is looking for a self motivated individual with strong drive. Must be able to work within a team atmosphere as well as work independently. This job requires some travel.

### **Major Activities:**

- Working under the direction of the Travel Trade & International Marketing Director, the Marketing Manager will assist in the execution, monitoring and reporting of ATIA’s tourism trade marketing programs.
  - Facilitate and work with contractors in the planning and implementation of trade shows such as the National Tour Association, American Bus Association, United States Tour Operators Association, Travel Alliance Partnership and others. Oversee cooperative efforts with ATIA members at various trade shows.

- Manage content for the trade website including monitoring and promoting the Alaska Certified Expert training program.
- Respond to domestic travel trade inquiries, assist with follow up to tour operators after trade shows and oversee travel trade database.
- Monitor travel agent marketing programs including overseeing ATIA's relationship with travel agent consortiums.
- Assist contractor and Travel Trade & International Marketing Director with scheduling and planning familiarization tours.
- Write newsletter copy and communications on all elements of the travel trade programs.
- Working under the direction of the ATIA Marketing Director, the Marketing Manager will assist in the execution, monitoring and reporting of ATIA's cooperative marketing programs.
  - Facilitate and work with contractors in the planning and implementation of marketing programs to include collateral materials, magazine and online advertising campaigns, website development, consumer newsletters and research studies.
  - Responsible for budget management and tracking of results from various advertising campaigns.
  - Write newsletter copy and communications on all elements of the cooperative marketing programs to include quarterly and year end reports, powerpoint presentations and memorandums to the state, cooperative partnership representatives and the general public.
  - Oversee preparation of meetings to include: preparing agendas, budgets, and facilitating discussion during the meetings.
  - Exploration and development of new cooperative marketing programs.
- Other duties as assigned.