

## INTERNATIONAL MARKETING MANAGER

Richmond, VA

The Virginia Tourism Corporation (VTC) is seeking an International Marketing Manager to support VTC's tourism marketing initiatives in Canada, Europe, Australia, and Asia. This position will be responsible for coordinating logistical components of VTC's international activities, travel trade outreach, media and trade site inspection tours, and social media efforts. Virginia markets its travel assets abroad independently and as a partner with the Capital Region USA marketing coalition.

### Responsibilities:

- Position includes international and domestic travel and representing Virginia's tourism product at trade and media related events, as well as routine travel within Virginia
- Increase the effectiveness of the international section of [Virginia.org](http://Virginia.org) and [capitalregionusa.org](http://capitalregionusa.org) as a sales and marketing tool for both the trade and consumer in Canada, Europe, Australia, and Asia on an ongoing basis
- Develop and implement a social media plan and editorial calendar for Quebec and Australia
- Monitor, analyze, and report on the effectiveness of social media and marketing campaigns to maximize results
- Identify opportunities that allow Virginia to increase market share in the international arena
- Support Capital Region USA marketing, trade, and media initiatives in the UK, Germany, and France
- Cultivate, support, and maintain partnerships with international marketing representatives and travel trade
- Monitor sales leads and provide regular updates on new initiatives or activities to industry partners, travel trade, and key stakeholders
- Evaluate, plan, and implement all preparation for trade site inspection tours
- Provide follow up for all international marketing division's familiarization tours, annual international marketing retreat, and trade shows
- Develop and refine a strategy for providing training and webinars to educate key stakeholders and travel trade representatives
- Represent the international team at events and activities as requested by the Global Marketing Director
- Writing and production of marketing and promotional materials, newsletters, itineraries, and web content
- Coordinate requests for images and video content
- Maintain international trade show and mission calendar
- Assist with international media activities

### Skills:

- Considerable knowledge of marketing and event management principles
- International media relations and foreign business experience
- Experience in developing and executing social media campaigns
- Experience balancing multiple projects and organize schedules to meet deadlines
- Excellent organizational skills and attention to detail
- Strong communication skills (verbal and written)
- Work independently as well as collaboratively within a multi-discipline team environment

- Work with executives and government officials
- Experience in budget planning, procurement, and travel arrangement coordination

**Education/Experience:**

- An undergraduate/graduate degree in business, marketing, or related field
- Proficiency in foreign language(s) is a plus
- A valid driver's license and passport are required

Being authorized to work in the U.S. is a precondition of employment. VEDP uses the E-Verify system and does not provide sponsorship.

All candidates must apply through our website <https://www.vatc.org/administration/employment/>. Option to telework. Application deadline: August 8, 2022. Salary minimum: \$65,000.

*VEDP is an Equal Opportunity Employer. All applicants are considered for employment without regard to race, sex, color, national origin, religion, sexual orientation, gender identity or expression, age, veteran status, political affiliation, genetics, or against otherwise qualified individuals with disabilities. It is VEDP's intent that its employment and personnel policies and practices conform to all applicable federal, state, and local laws and regulations regarding non-discrimination and affirmative action. Applicants requiring more information or requiring assistance may contact VEDP Human Resources at 1-804-545-5634 or [vedphr@VEDP.org](mailto:vedphr@VEDP.org). TDD 1-800-828-1120.*