

Houstonfirst™

Job Description

Job Title:	Director of Tourism
Department:	Tourism
Reports To:	Senior Vice President of Tourism
Location:	Greater Houston Convention & Visitors Bureau
Hours:	Monday – Friday, 8:00am – 5:00pm
FLSA Status:	Exempt
Updated:	September 2017

Summary: The Director of Tourism is in charge of managing a team of professionals that coordinate all Tourism travel trade sales and promotional efforts of Visit Houston both domestically and internationally. He/she is also responsible for overseeing promotion of Houston to media as well as marketing Houston in key international markets. The aim of the position is to increase visitors to Houston and the region and therefore attract more stays at hotels in the area and increase attendance at area attractions, restaurants and other Houston tourism related organizations. He/she works closely with the Senior Vice President to create and implement a successful strategy to attract more measurable visitors to Houston and to sell Houston packages on the Houston Marketplace. As a part of these responsibilities he/she will be responsible for meeting sales goals and objectives as outlined by the Senior Vice President and manage Houston based staff and various international contractors.

Essential Duties and Responsibilities: (individual duties, assignments and responsibilities required of the position)

- Manage a team of professionals in Houston focused on selling and promoting Houston to travel trade professionals in domestic and international markets.
- Manage marketing, travel trade and public relations agencies in key markets as assigned by Senior Vice President.
- Coordinate sales and promotional activities in key markets in conjunction with the Senior Vice President.
- Establish, track and manage sales goals of the department.
- Create a bonus structure for the department.
- Generate measurable room nights and package sales on annual and quarterly basis (amount set annually by the Sr. VP).
- Follow up on leads and maintain ongoing relationships with key contacts.
- Adhere to sales goals as directed by the Senior VP of International Tourism.
- Coordinate and participate in international and domestic trade shows, sales blitzes, sales missions, workshops, and seminars or as required by management (10-15 per year).
- Participate in meetings and seminars as assigned by the Sr. Vice President and develop solid relationships with key members of such organizations.
- Create and manage the international advertising plan with Marketing department (Broadcast, Print and Digital).

- Maintain a client database and track contacts, input traces and generate monthly reports detailing department activity in Simpleview platform.
- Initiate and develop good working relationships with GHCVB members, the community, airline partners, travel industry partners, neighboring CVB's and the state of Texas tourism office and their representatives.
- Prepare and make effective presentations and speeches to various clients and organizations as needed in English and Spanish.
- Support Senior Manager of International Media with international media visits and represents company to members of the media in assigned markets.
- Attend and participate on committees pertinent to our markets as members or assigned by the Vice President.
- Work as needed with the Houston Airport System, Texas Medical Center, Harris County, City of Houston, Port of Houston and Texas Tourism.
- Other duties and special projects as assigned by management.

Supervisory Responsibilities: (personnel supervision, budgets, performance, etc.)

- Manage a staff of travel professionals in Houston to meet department goals.
- Manage all international contractors.
- Manage and meet all budget deadlines as assigned by the Senior Vice President.
- Evaluate all staff using Success Factors platform as directed by Houston First.
- Establish goals for and consistently evaluate all contractors as assigned on an annual basis.
- Create and manage an incentive plan for the team.

Education and/or Experience: (special training, certifications, college degree, etc.)

- Bachelors Degree in Tourism, Hospitality, Public Relations, Marketing or related field is required.
- Minimum 5 years of Tourism, Hospitality, Sales or Public Relations, travel industry experience is required.
- Must have a current passport, valid driver's license and clear driving record.
- Must be a citizen or legal resident of the United States of America.

Knowledge, Skills and Abilities: (technical, communication, interpersonal, etc.)

- Bilingual skills required (oral and written). English and Spanish is required.
- Proven ability to manage a team to meet sales goals.
- Proven ability to manage contractors in various international markets including Mexico, Canada, Europe, Asia and South America.
- Excellent presentation skills and ability to make and prepare effective bi-lingual presentations.
- Excellent computer skills (Microsoft Word, Excel, and Power Point) required.
- Knowledge of Houston, Harris County as well as surrounding 13 counties and cities (i.e. attractions, hotels, restaurants, traffic routes) a must.
- A proven sales track-record and of managing budgets as well as the ability to effectively manage multiple, concurrent projects and work effectively under pressure.
- Strong communication skills both orally and written.
- Must be able to think creatively and manage changing program elements and prioritize effectively.
- Outstanding organizational skills, excellent judgment and attention to detail.

Work Environment: (overtime, travel, physical demands, and conditions)

- Ability to perform extensive domestic and international travel (up to 24 hours travel on trips up to two weeks or more at a time) and to work flexible hours (including weekends and holidays) required.
- Must be able to lift and assemble booth (45 lbs.) as well as carry brochures and other promotional materials.

The above information in this job description has been designed to indicate the general nature and level of work performance by employees within this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Employee Acknowledgment

Signature: _____

Date: _____

Printed Name: _____

Supervisor Acknowledgment

Signature: _____

Date: _____

Printed Name: _____

Executive Level Approval

Approved by: _____

Date: _____

Printed Name: _____