



Job Posting

Job Title:	International Tourism Manager
Department:	Tourism
Reports to:	Director of Strategic Tourism Initiatives
Location:	Partnership Tower, Houston, Texas
Hours:	Monday – Friday 8:00 AM – 5:00 PM
FLSA Status:	Exempt

Summary: The International Tourism Manager is responsible for tourism outreach, relationship building, sales and marketing efforts in identified international markets targeted to travel trade and direct to consumer. This position will work closely with contracted in-market agencies to direct and engage in activities that increase awareness of Houston as a leisure destination and generate increased overnight visitation and economic impact for hotels, attractions, restaurants, and other tourism related businesses. This position will work collaboratively with members of the Tourism Department and across the organization to ensure programs are aligned with Houston First’s strategic priorities to increase visitors to the city, and position Houston as a premier leisure destination.

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

- Balance strategic planning and managing day-to-day activities for identified priority international markets
- Work with Tourism Marketing Manager, Senior Manager of International Public Relations and in-market representation agencies to create and track against annual market plans targeting travel trade and direct to consumer ensuring tracking of overall program success by market
- In partnership with Tourism Marketing Manager, review campaign briefs from in-market agencies to ensure programs are on brand, on budget and aligned to strategic priorities, provide guidance as required
- Create and maintain strategic relationships with in-market priority partners including airlines, OTAs, tour operators, travel agencies, wholesalers, and potential consumer marketing partners with support of agency representatives where applicable
- Collaborate with Tourism Marketing Manager and Senior Manager of International Public Relations on content calendar
- Manage international versions of the Marketplace to ensure product descriptions are accurate and compelling, and featured content is relevant to the market and seasonality with technical support from Tourism Project Manager and contracted agency

- Serve as connection between product development and international market teams to ensure sharing of market insights and preferences that help shape customization of product by market
- Provide support to Around Houston regional tourism cooperative with regards to international market opportunities
- Work cooperatively across organizational departments to ensure consistency of messaging and leverage existing resources where appropriate
- Support development of travel professional online resources
- Work with in-market agencies to provide training to travel agents by approving targeting, plans, and presentation materials and deliver presentations when required
- Manage travel trade familiarization visits and interviews with support from the International Tourism Specialist
- Package and share program success internally for use in presentations to staff, board and committee members, and stakeholders
- Actively participate in market outlook and strategic planning meetings
- Coordinate and participate in international trade shows, sales missions, workshops, and seminars as required by management (3 - 6 per year).
- Actively participate in annual budget planning and ongoing tracking
- Develop and maintain good working relationships with GHCVB members, neighboring CVB's and the state of Texas tourism office and their representatives.
- Develop and maintain knowledge of market and industry trends, best practices and customer expectations, as well as economic trends that could impact the travel industry.
- Contribute to a culture of innovation and strategic thinking and extend that to in-market agency representatives with regards to international market planning
- Other duties and special projects as assigned by leadership

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

- This position is responsible for managing budgets
- The position will jointly manage an International Tourism Specialist
- This position will jointly manage programs and performance of international representation agencies

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

- Bachelor's Degree is required
- Minimum 3 years of experience in Tourism, Hospitality, or Marketing is required

Knowledge, Skills, and Abilities: (technical, communications, interpersonal, etc)

- Excellent oral and written skills, both in English and Spanish
- Excellent computer skills including full knowledge in Microsoft Suite. CMS experience a plus
- Must be able to establish and manage project timelines, activities and expected results.
- Must be able to think creatively and adapt to changing program elements and diverse backgrounds.
- Must be able to manage multiple, concurrent projects and prioritize effectively.
- Outstanding organizational skills, judgment and attention to detail.
- Knowledge of Houston, Harris County as well as surrounding 29 counties and cities (i.e. attractions, hotels, restaurants, traffic routes) preferred.
- Knowledge of other languages is a plus.
- 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.

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

- No major sources of discomfort; essentially normal office environment with acceptable lighting, temperature, and air conditions

MISCELLANEOUS:

- Must pass a pre-employment drug test

ANNUAL SALARY: Commensurate with experience

POSTING DATE: September 19, 2019

CLOSING DATE: Until filled

APPLICATION PROCEDURE:

- 1) Fill out a "CCSI Application" and attach a current resume
- 2) Submit both, application and resume, to Human Resources at hfjobapplications@houstonfirst.com

The individual selected for the position described above will be employed by Convention and Cultural Services, Inc., and in accordance with an existing Services Agreement, will perform services for Houston First Corporation.