

# Houstonfirst

## Job Posting

<b>Position:</b>	<b>Tourism Project Specialist</b>
<b>FLSA:</b>	
<b>Department:</b>	<b>Tourism</b>
<b>Reports to:</b>	<b>Director of Strategic Tourism Initiatives</b>
<b>Reporting Location:</b>	<b>Partnership Tower</b>
<b>Workdays &amp; Hours:</b>	<b>Monday through Friday, 8:00 AM – 5:00 PM</b>

**SUMMARY:** The Tourism Project Specialist is responsible for supporting the efforts of the Director of Travel Trade Relations and members of his or her team. This includes helping to coordinate media and travel trade familiarization (FAM) trips, media outreach, media missions and other activities that help generate media coverage for the City of Houston and Visit Houston and Beyond region. This position will also help promote area hotels, attractions, restaurants and will be expected to stay current on all new openings of product that can be used to sell Houston as a destination. Additionally, this position will handle events in Houston as well as assist with sales and media missions as needed. Extensive weekend and evening work is required.

### **DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS:**

- Plan, execute and participate in familiarization trips for key international media and domestic and international travel trade as directed by the Director of Travel Trade Relations and Senior Vice President of Tourism (40 – 50 per year).
- Assist in the coordination of events, trade shows and conferences for the purposes of promoting Houston and the region.
- Coordinate media promotional activities in top markets with Tourism managers in key niche markets (i.e. – student, motor coach, corporate, cruises or associations) as well as other markets as assigned by the Senior Vice President.
- Stay current on latest developments in all areas of Houston hospitality and provide creative insights to team on new and unique experiences.
- Support department Managers on initiatives as needed.
- Represent the company to members of the international media.
- Maintain a client database and track activities in Simpleview platform.
- Initiate and develop good working relationships with GHCVB members, the community, airline partners, travel industry partners, neighboring CVB's, the state of Texas tourism office, Brand USA, their representatives and others as needed.
- Prepare and make effective presentations and speeches to various organizations as needed.
- Represent company to members of the media as needed.
- Attend and participate on committees pertinent to our markets as members or assigned by the Senior VP
- Answer telephone requests as received and/or refer to proper contacts.
- Assist with follow up on leads and so that managers can maintain ongoing relationships with key media contacts.
- Adhere to media goals as directed by the Director.
- Assist in the management of Hola Houston website and Spanish market social media outlets.
- Support content development as required by market managers including language for consumer, media and travel trade audiences.
- Other duties and special projects as assigned by management.

**EDUCATION AND/OR EXPERIENCE:** (special training, certifications, college degree, etc.)

- Bachelor's Degree in Tourism, Hospitality, Public Relations, Marketing or related field is preferred.
- Minimum 2 years of Tourism, Hospitality, Sales or Public Relations, travel industry experience is required.
- Experience working with CMS and CRM platforms preferred.
- Working knowledge of social media and current trends strongly preferred.
- 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 in English and Spanish preferred (oral and written).
- Good presentation skills and ability to make and prepare effective bi-lingual presentations.
- Excellent computer skills (Microsoft Word, Excel, and Power Point) required.
- Excellent knowledge of Houston, Harris County as well as surrounding 29 counties and cities (i.e. attractions, hotels, restaurants, traffic routes) a must.
- Strong communication skills both orally and written.
- Must be able to manage changing program elements and prioritize effectively.
- Outstanding organizational skills, excellent judgment and attention to detail.
- Must be strongly team oriented and collaborative.
- Creative thinker with passion and enthusiasm for showing the best Houston has to offer
- Ability to act independently and solve problems as they arise

**WORK ENVIRONMENT:** (overtime, travel, physical demands, and conditions)

- Must be willing and able to work late hours.
- Must be willing and able to work weekends.
- Ability to perform some domestic and international travel (up to 12 hours travel on trips up to one week at a time) and to work flexible hours (including weekends and holidays).
- Must be able to lift and assemble booth (45 lbs) as well as carry brochures and other promotional materials.

**MISC.**

- Must pass a pre-employment drug test

**ANNUAL SALARY:** Commensurate with experience

**POSTING DATE:** October 29, 2018

**CLOSING DATE:** Until filled

**APPLICATION PROCEDURES**

- Fill out "Application Form" and attach a current resume
- Submit resume to Human Resources: [hfjobapplications@houstonfirst.com](mailto: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.*

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