

# Houstonfirst

## Job Posting

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| <b>Position:</b>             | <b>Tourism Project Manager</b>   |
| <b>FLSA:</b>                 | <b>Exempt</b>  |
| <b>Department:</b>           | <b>Tourism</b>   |
| <b>Reports to:</b>           | <b>Director of Strategic Tourism Initiatives</b>                               |
| <b>Reporting Location:</b>   | <b>701 Avenida de las Americas, 6th floor</b>                                  |
| <b>Workdays &amp; Hours:</b> | <b>8:00 am to 5:00 pm Monday through Friday<br/>some evenings and weekends</b> |

**SUMMARY:** : Research, develop and coordinate the creation of tourism packages and experiences that are ready to sell to tour operators, receptive operators, hotel companies and/or final consumer. Collaborate with attractions, events, restaurants and all Houston tourism related organizations in the negotiation and operation of unique experiences that create a value add for potential visitors and supports Frequent Individual Travelers (FIT) and group tourism strategies in order to exceed department's vision and goals and ultimately organization's objectives. Develop content for internal and external presentations and marketing materials to promote tourism experiences.

**DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS:** (individual duties, assignments and responsibilities required of the position)

- Identify attractions, events, restaurants and tourism services to be included in experience based packages.
- Define and price experiences relevant to the preferences and interests of targeted audiences including: FIT visitors from key markets; group market segments such as tour & travel, cruising, student, motor coach, etc.
- Identify areas of opportunity for leisure product development, including experiences and tours, and work collaboratively with Director of Strategic Tourism Initiatives and tourism industry partners to grow offerings and capacity.
- Assist in creating and managing efficiencies throughout operational process of cataloguing, maintaining and growing developed experiences and tourism product
- Initiate and develop good working relationships with existing and potential GHCVB members, the community, airline partners, travel industry partners, neighboring CVB's and the state of Texas tourism office and their representatives.
- Manage fulfillment of leisure product experiences purchased through VisitHouston in partnership with VisitHouston sales technology provider.
- Work closely with VisitHouston team members in providing product suggestions and contacts for itinerary creation of familiarization tours for members of the travel industry that can generate bookings to the Houston area (airlines, travel agents, tour operators, receptive operators, wholesalers and meeting planners).
- Collaborate with Tourism Sales and Marketing department to provide leisure focused experiential product packaging and developed content in support of international and domestic sales and marketing efforts.
- Develop presentations for both internal and external audiences in support of tourism related speaking opportunities.
- Maintain an updated record of trace activities and contacts in Simpleview CRM database.
- Work closely with Tourism Sales & Marketing personnel to effectively track room nights generated to Houston derived from the creation and distribution of product.

- Maintain budget tracking for product sold including detail on sales outlets for comparison.
- Maintain invoice tracking for product purchased/sold and communicate with internal and external partners on an as needed basis for clarification.
- Develop and maintain knowledge of tourism industry trends including third party sales and marketing, consumer purchasing, destination sales and marketing best practices, as well as international economic trends that could impact the industry.
- Coordinate and participate in domestic and international trade shows, sales missions, sales blitzes, workshops, and seminars as requested (1 - 4 per year).
- Other duties and special projects as required.
- Actively participate in weekly department meeting.

**SUPERVISORY RESPONSIBILITIES:** (personnel supervision, budgets, performance, etc.)

- This position has no supervisory responsibility

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

- Bachelor's Degree is required.
- A minimum of 3 years Tourism, Hospitality, Marketing or Public Relations industry experience is preferred.

**KNOWLEDGE, SKILLS AND ABILITIES:** (technical, communication, interpersonal, etc.)

- Excellent oral and written skills required.
- Excellent public speaking and presentation skills required.
- Customer Relationship Management software experience preferred.
- Excellent computer skills (Microsoft Word, Excel, and Power Point) required.
- Strong and consistent attention to detail required.
- Ability to create and maintain effective working relationships with internal and external contacts is essential.
- Ability to effectively manage multiple, concurrent projects and work effectively under pressure and within budget.
- Knowledge of Houston, Harris County as well as surrounding counties and cities (i.e. attractions, hotels, restaurants, traffic routes) a must.
- Must have a current passport, valid driver's license and clear driving record.
- Bilingual in Spanish is a plus.

**MISCELLANEOUS:**

- Must pass a pre-employment drug test

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

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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

**ANNUAL SALARY:** Commensurate with experience

**POSTING DATE:** April 19, 2017

**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](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.*

An equal opportunity employer.