

Houstonfirst

Job Posting

Position:	Director of Strategic Tourism Initiatives
FLSA:	Exempt
Department:	Tourism
Reports to:	SVP of Tourism
Reporting Location:	Partnership Tower – 701 Avenida de las Americas
Workdays & Hours:	Monday through Friday, 8:00 a.m. - 5:00 p.m. <i>*Weekends & Evenings</i>

SUMMARY: Develop and execute strategic tourism initiatives designed to increase leisure tourism visitation and ensure consistency and quality of visitor experience in order to exceed department's vision and goals and ultimately organization's objectives. Manage relationships with strategically aligned groups providing leisure tourism experiences and opportunities to interact with current and potential visitors to Houston. Collaborate with Tourism Sales & Marketing as well as Houston First Marketing to provide product in support of existing and future initiatives to grow visitation to Houston.

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

- Identify areas of opportunity for leisure product development including experiences and tours and work collaboratively with Leisure Product Development Manager, department staff, international agencies and tourism industry partners to grow offerings and capacity.
- Collaborate with Tourism Sales & Marketing to provide leisure focused experiential product packaging in support of international and domestic sales and marketing efforts.
- Maintain relationships with Greater Houston tourism industry partners to ensure availability and growth of leisure tourism product.
- Develop and execute a robust and segmented tourism education program targeting members of the industry including front line employees, concierge, taxi drivers, METRO operators and Tourism Ambassadors.
- Management of a team of individuals to execute business plan on annual basis.
- Track all activities on Simpleview platform and manage same for staff.
- Play an active role in the creation of marketing campaigns for the department especially in the areas of Strategic Tourism Development.
- Develop an annual budget and business plan for the department and present to the Senior Vice President of Tourism.
- Attend meetings on behalf of the Senior Vice President of Tourism as needed.
- Develop and execute a robust and segmented tourism education program for sales and marketing professionals within the tourism industry to build capacity for offering quality leisure experiences.
- Oversee management and staffing of physical and mobile visitor information centers ensuring consistency and quality in visitor service and experience.
- Support the Tourism Department and Senior Vice President of Tourism in evaluating and actioning opportunities to partner with strategically aligned organizations.
- 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.
- Actively participate in weekly department meeting.

- Make presentations about Houston and areas related to Tourism to groups of various sizes.
- Develop and maintain knowledge of industry trends, destination's best practices and customers, as well as international economic trends that could impact the industry.
- Travel to industry trade shows (4-8 times per year)
- Other duties and special projects as required.

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

- This position supervises Strategic Tourism Initiatives including, but not limited to, Leisure Product Development, Tourism Education, Tourism Special Events, and Visitor/Mobile Information Centers.

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

- Bachelor's Degree in Tourism, Hospitality, Public Relations, Marketing or related field is required.
- 15 years of Tourism or Hospitality industry experience in management is required.
- Experience building, hiring, and managing teams.
- Minimum of 8 years of destination marketing and product development experience.
- Strong understanding of consumer and tourism industry trends, research and sources.
- Experience selecting and managing external agency relationships.
- Understanding of technology and ecommerce capabilities and trends.

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

- Excellent oral and written skills required.
- Excellent computer skills (Microsoft Word, Excel, and Power Point) required.
- Knowledge of Simpleview or similar CRM platform.
- 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.
- Ability to effectively manage multiple, concurrent projects and work effectively under pressure and within budget.

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
- Ability to travel on a fairly regular basis

ANNUAL SALARY: Commensurate with experience

POSTING DATE: January 12, 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

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.