

Houstonfirst

Job Posting

Job Title:	Tourism Project Manager
Department:	Tourism
Reports To:	Director of Strategic Tourism Initiatives
Location:	Partnership Tower
Hours:	Monday through Friday, 7:00 a.m. – 4:00 p.m., some evenings and weekends
FLSA Status:	Exempt

Summary: The Tourism Project Manager will support strategic initiatives of the Tourism Department with a focus on cooperative tourism marketing efforts and English language tourism marketing content. The department's primary cooperative responsibilities include the Around Houston regional program, the Houston Experience Marketplace, and individual partnerships with hotel, restaurant and attraction partners. Primary responsibilities will include traditional and digital marketing, content creation, initiating and managing partner communications, budgeting and budget tracking, and reporting. Manager will oversee the training of Houston area hospitality staff through the Houston Insider Program to become ambassadors for the city. Manager will also support the development and management of visitor information services. Lastly, the Manager will coordinate familiarization visits for both clients and media per year.

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

- Execute tourism marketing programs including department led and cooperative initiatives and manage deliverables and reporting.
- Create requested content in support of tourism initiatives including but not limited to domestic/English language marketing campaigns, Houston Experience Marketplace landing pages and products, website, newsletters and social media content.
- Lead Around Houston cooperative program in conjunction with VP Strategic Tourism through presentation development, partner communications, web and social media content, editorial calendar and reporting.



- Coordinate annually four to six Around Houston trade and consumer show attendance including registration, booth arrangements, travel and accommodation details with support from the Event Services Department as needed.
- Manage inquiries and the application process for new members to Around Houston regional collaborative marketing program.
- Coordinate and attend familiarization visits as needed.
- Manage tourism owned email databases including industry and consumer lists as Needed.
- Collaborate across department and company teams to accomplish Company objectives.
- Develop and maintain knowledge of industry trends, best practices and customers, as well as international economic trends that could impact the industry
- Serve as the point person of visitor information services including developing and maintaining operational fulfillment process for all consumer requests through channels including, but not limited to: advertising, web and phone inquiry, and consumer trade show participation
- Support development and execution of ongoing hospitality training initiatives including identifying and organizing sessions across professional development, education and social networking with emphasis on the Houston Insider program
- Manage, in partnership with the Vice President of Strategic Tourism Initiatives, the marketing of the Houston Insider program including awareness by staff and managers, recruitment and retention
- Manage database of Houston Insiders and related activity within CRM platform (Simpleview) with support from Tourism Department Administrative Assistant
- Manage Houston Insider event coordination including outreach and event ideation, developing and maintaining a calendar of events, invitation, RSVP tracking and attendance with support from Event Services Department
- Maintain relationships and sit on boards of local concierge associations.
- Build relationships with key personnel at Greater Houston area attractions, service organizations, and hotels to understand need and opportunity for hospitality service training as well as opportunities to co-host Houston Insider events and partner on fam visits
- Serve as liaison to hotel partners facilitating execution of onsite custom-branded Houston Experience Marketplace including outreach, setup, staff training and marketing materials
- Initiate and develop good working relationships with GHCVB members, the community, airline partners, travel industry partners, neighboring CVB's and the Travel Texas, Houston Airport System, and their representatives
- Other duties and special projects as required
- This position will support tracking of budget and spend including Tourism advertising (domestic), hosted events, travel and others as relevant to project

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

This position does not have any direct reports

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

- Bachelor's Degree is required



- A minimum of three 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
- 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
- Ability to effectively manage multiple, concurrent projects and work effectively under pressure and within budget
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardizations exist
- Must be flexible, resourceful and possess a keen ability to find solutions internally & externally
- Must be able to think strategically and leverage that thinking into implementation and execution
- Customer Relationship Management software experience preferred
- Knowledge of Houston, Harris County as well as surrounding counties and cities (i.e. attractions, hotels, restaurants, traffic routes) is required

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

- No major sources of discomfort; essentially normal office environment with acceptable lighting, temperature and air conditions.
- Ability to work flexible hours (including weekends) as needed is required.
- Ability to work on a team environment.

POSTING DATE: May 4, 2021

CLOSING DATE: Until filled

APPLICATION PROCEDURE:

- 1) Fill out a "CCSI Application" (DBA Houston First) and attach a current resume.
- 2) Submit both, application and resume, to Human Resources at hfjobapplications@houstonfirst.com
- 3) All current team members are to complete Request to be Considered form prior to applying (HFConnect under HR tab, Talent and Acquisition)

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.

