

CITY OF SHENANDOAH, TEXAS - Job Description

2018

JD No. 45-01

Identification

Position Title:	Director of Convention and Visitors Bureau
Department:	Convention and Visitors Bureau
Supervises:	All Convention and Visitor Bureau Staff
Immediate Supervisor:	City Administrator
FLSA:	Exempt
Pay Grade:	EX-9

Job Summary:

The Director of the Shenandoah Convention & Visitors Bureau serves as a department head for the City, reporting to the City Administrator, and is responsible for the development and implementation of programs, activities, budgets, staff and day-to-day operations of the Shenandoah CVB in such a way that maximizes the use and accountability of city resources. It is the job of the Director to serve as the primary contact for tourism information, promotion and development and act as liaison with management of the hotels and motels in the City, as well as with tourism industry groups, State of Texas Tourism Department, Chambers of Commerce and other groups and individuals seeking to attract tourism and economic development to the area. The Director is also charged with developing and implementing programs and activities that reflect positively on the City of Shenandoah, including but not limited to management of the CVB web site, advertising and marketing plans, and special events. The goals, objectives and procedures of the City of Shenandoah should always be uppermost in the mind of the Director and properly executed by same. Management experience and a team mentality is a necessity.

Principal Duties & Responsibilities:

- Develop and implement a strategic plan for the CVB.
- Direct and supervise CVB staff and volunteers
- Prepare annual budget and maintain accurate and specific financial records
- Plan programs to attract more consumer visitors
- Attend trade shows, networking events, and related meetings to gain knowledge of the surrounding tourism industry
- Develop tourism packages and work with planners, businesses and hotels to promote them.
- Work with sales managers of hotels to develop marketing and promotion strategies for solicitation of meetings, group business and consumer overnight stays
- Supervise all advertising agency creative work.
- Develop collateral materials
- Compile all required monthly, quarterly and annual reports
- Establish and maintain good working relationship with hotel owners/managers by developing and implementing active programs and events designed to promote overnight stays in properties located in Shenandoah.
- Serve as primary contact for the City of Shenandoah in the travel/tourism and convention industry.

Required Knowledge, Skills, and Abilities:

- Administrative professional with proven record in multiple marketing, special events, and communications functions
- Results oriented with a commitment to quality, timeliness and budget resource controls
- Management professional with the ability to implement projects effectively and efficiently and to establish productive working relationships through strong interpersonal skills.

The Director of the Convention and Visitors Bureau must have excellent oral and written communication skills and strong interpersonal skills using tact and diplomacy. Decorum in actions and appearance while representing the City of Shenandoah and the CVB is essential.

Education, Certification, & Experience Required:

Bachelor's degree in marketing, tourism, public relations or hospitality and at least five years' experience in a tourism related field. Master's degree is a plus. Convention and Visitor's Bureau, tourism or related industry experience is required.

Physical and Environmental Conditions:

Duties are generally performed in an office setting. Travel within the community, the region and other areas will occur on an as needed basis. Some evening and weekend work will be required.