

Director of Tourism/ Marketing Edinburg CVB and Chamber

Summary:

Director is responsible for all aspects of promoting Edinburg as a tourist destination by developing, planning, organizing, and overseeing tourism marketing and promotion programs to drive hotel and leisure sales and tax revenues. The Director must assume and display a leadership role in the development and execution of the long-term plan focusing on making Edinburg a premiere travel destination. The Director must be a personable, creative, accountable, and collaborative professional that is team oriented with the goal of promoting tourism in Edinburg. The Director works closely with the City of Edinburg and other community and industry stakeholders. The Director will also assist with any other events and marketing associated with the Edinburg Chamber.

Reports to:

Executive Director

Job Responsibilities:

Qualifications:

- Direct and manage the Chamber's tourism activities.
- Develop and supervise plans to promote Edinburg as an area tourist attraction.
- Work in conjunction with other cities to create new tourist programs. Publicize the existing tourist attractions.
- Handle inquiries on conventions and tourism.
- Assign follow-ups to appropriate staff members.
- Write annual and quarterly reports of department performance.
- Develop and supervise plans and procedures to disseminate, by personal visits or letters, information about facilities available in Edinburg that can support conventions; for assisting groups in preparing programs and pre-convention literature.
- Develop and supervise master listings of conventions and exhibits. Develop and supervise an annual budget and program of work for the department.
- Research and advertise in target market areas to attract visitors to Edinburg.
- Establish relationships and programs with local hotel/motels to increase occupancy.
- Serve as liaison on tourism committee.
- Serve as information liaison between the Chamber and the community.
- Serve as Chamber's representative on community's committees as required.

Education:

Bachelor's Degree from an accredited college or university in business administration, marketing, public relations or related field are preferred. High School Diploma minimum.

Physical Demands:

The job has moderate hazards and physical demands are low to moderate. Duties involve considerable bending, lifting, carrying, or walking and/or using equal to lifting 25 – 50 pounds.

Work Environment

Majority of duties will be performed in and from the Chamber's office during regular business hours. Some travel and work off-site will be required as well as occasional work on evenings, weekends, and/or holidays. The Director will also assist with Festival work at an off-site location.

Compensation and Employee Benefits

This is a Full- time salaried position. Salary is commensurate based on experience. The Chamber offers excellent benefits including paid holidays, vacation/ sick leave, health, dental, life and disability insurance, retirement system and optional deferred compensation programs.

Disclaimer

This job description summarizes essential job functions and minimum job requirements for typical work and duties customarily assigned with this position. However, this job description does not represent every aspect of the job. Job descriptions are subject to periodic updates and modification by the Edinburg Chamber of Commerce Board of Directors. The Edinburg Chamber of Commerce is an Equal Employment Opportunity employer. Employment offers are made on the basis of qualifications, and without regard to race, sex, religion, national or ethnic origin, disability, age, veteran status, or sexual orientation.

Application Process:

All applicants should submit the following items:

1. A completed Edinburg Chamber of Commerce Application of Employment
2. A cover letter
3. A current resume of professional experience.
4. A list of three references, with contact information, that reflects the stature of this position.