

Assistant Director of Tourism - Economic Opportunity & Development – Job ID JR1035 – Sugar Land, Texas



Fort Bend County is ranked as one of the fastest growing counties in the nation. We have capitalized on not only the creed of our location, but on the "quality of life" for our families to call home. Our employees are the key to our success and the heartbeat of our foundation. The diversity and inclusivity of our community is our strength and at the forefront of a workplace environment welcoming to all. Live Here! Work Here!

Essential Duties and Responsibilities:

The Assistant Director of Tourism supports the County's mission to promote tourism, enhance visitor experiences, and stimulate local economic growth. This role works closely with the Director of Economic Opportunity & Development to implement strategic initiatives, manage tourism-related programs, and foster partnerships with local businesses and organizations.

- Works with Director to develop and implement a countywide tourism strategy that is aligned with stakeholders to create a cohesive message.
- Oversees the creation of promotional materials, digital campaigns, as well as the department's Tourism website.
- Supports the administration of Hotel Occupancy Tax funds for tourism promotion and events.
- Responsible for overseeing the media strategy (press releases and other strategic communications initiatives, etc.)
- Works proactively with meeting planners, event coordinators, and group leaders to attract people, groups, and organizations to Fort Bend County.
- Monitors tourism data to update policies and strategies to support the Department's objectives.
- Assists Director in the development and administration of the department's Tourism budget.
- Negotiates service contracts for professional services
- Represents the department at industry conferences, trade shows, and other events.
- Maintains professional memberships applicable to the position.
- Perform any additional duties related to the objectives of the Department.

MINIMUM JOB REQUIREMENTS:

- Bachelor's Degree in Marketing, Communications, Recreation, or a related discipline.

- Five (5) years full-time, paid, related professional experience with a delineated progression in job responsibilities, including tourism, Texas Main Street Program, convention, visitors, hospitality, destination marketing, and/or communications industries.
- Experience within public sector operations and tourism funding mechanism is preferred.
- Knowledge of relevant processes and financial management.
- Strong verbal and written communications skills; Ability to communicate verbally, and in writing.
- Ability to gather, analyze and evaluate large amounts of data.
- Comfortability providing counsel to, interfacing with, and obtaining feedback from a diverse range of stakeholders, including at the executive level.
- Strong writing skills.
- Ability to interact and deal effectively with other employees, elected and appointed officials, department heads and the public.
- Strong organizational skills,
- Strong supervisory, interpersonal skills, including persuasion, diplomacy and problem solving to deal effectively with the public, other employees and elected officials.
- Ability to use discretion and intelligible through process in making responsible decisions without supervision.

STARTING SALARY: Commensurate with qualifications

CLOSING DATE: Upon filling position

All full-time and part-time employees are members of the Texas County District Retirement System (TCDRS). Full-time employees also enjoy a wide-range of great benefits.

Fort Bend County is an equal opportunity employer, committed to non-discrimination in employment on any basis including race, color, religion or creed, sex, sexual orientation, gender, gender identity, gender expression, pregnancy status (including childbirth and related medical conditions), national origin, ethnicity, citizenship status, age (40 and over), physical or mental disability, genetic information, protected military and veteran status, political affiliation or beliefs, or any other classification protected by state, federal and local laws, unless such classification is a bona fide occupational qualification.

For more information on Fort Bend County's Title VI / Nondiscrimination Statement, visit www.fbctx.gov/comply

Fort Bend County is committed to providing equal opportunity and reasonable accommodations to employees with disabilities. FBC complies with the Americans with Disabilities Act and all other applicable federal, state and local laws regarding disability discrimination and accommodation.