

Director of Tourism, Amarillo Convention & Visitor Bureau

Location: Amarillo, Tx

- **Education:**
- Bachelor's
- **Experience:**
- > 10 years
- **Position Type:**
- Full-Time
- **Salary:**
- \$55,000 - \$65,000

About the Amarillo Convention and Visitors Bureau:

The Amarillo Convention and Visitors Bureau is dedicated to promoting Amarillo, Texas, as a vibrant destination for tourists, businesses, and events. Our mission is to host guests with "Boots on the Ground" to ensure unique experiences and lifelong memories. We are seeking a Tourism Sales & Events Manager to lead our efforts in driving tourism growth and fostering memorable events in Amarillo.

Job Description:

The Director of Tourism at the Amarillo Convention and Visitors Bureau will be a dynamic and results-driven professional responsible for developing and implementing strategic sales initiatives to promote Amarillo as a premier destination for tourism and events. This individual will play a key role in attracting visitors, driving economic impact, and enhancing the overall tourism experience in Amarillo.

Key Responsibilities:

1. **Sales Strategy and Development:**
 1. Develop and execute comprehensive sales strategies to attract group tour business, leisure travelers, and events to Amarillo.
 2. Identify and cultivate relationships with key decision-makers in the tourism and events industry, including group tour organizers, event organizers, and travel agencies.
 3. Online merchandise order and fulfillment
2. **Event Coordination:**
 1. Collaborate with local partners and stakeholders to coordinate and support the successful execution of events, ensuring a positive experience for attendees.

2. Oversee logistics, including venue selection, accommodations, catering, transportation, safety, insurance, and other event-related services of ACVB owned events.
 3. Organize education opportunities for community partners.
3. **Promotion and Marketing:**
 1. Work closely with the marketing team to develop and implement promotional campaigns targeting potential visitors, event organizers, and tour operators.
 2. Utilize digital marketing, social media, and other channels to increase awareness of Amarillo as a desirable tourism and events destination.
 3. Maintain yearly visitor guide order and updates
4. **Industry Networking:**
 1. Represent ACVB at industry conferences, trade shows, and networking events to build relationships and stay informed about industry trends and best practices.
 2. Actively participate in relevant professional organizations to enhance the bureau's visibility and influence in the tourism and events sector.
5. **Collaboration with Local Businesses and Industry Partners:**
 1. Foster partnerships with local businesses, hotels, venues, and attractions to create packages and incentives that enhance Amarillo's appeal to tourists, event planners, and group tour operators.
 2. Manage membership profiles and coops with industry partners
6. **Budget Management:**
 1. Develop and manage the annual tourism sales and events budget, ensuring optimal utilization of resources to achieve organizational goals.
7. **Travel:**
 1. Manage details of key tradeshow, sales missions, and any tourism events.
 2. Attend a minimum of nine (9) shows per year
8. **Tourism Servicing:**
 1. Ensure tourism servicing items are fulfilled (I.E. map pads, visitor guides, welcome bags, etc.)
 2. Local event booths
 3. Itinerary requests
 4. VIP Bags and gift requests as appropriate
9. **All other duties as assigned.**

Qualifications:

- Bachelor's degree in Business, Hospitality, or a related field or comparable experience.
- Proven experience in tourism sales, event management, non-profit management, or a related role.
- Experience working with Simpleview or other CRM system
- Strong understanding of the tourism industry.

- Excellent communication and interpersonal skills.
- Ability to work collaboratively and build relationships with diverse stakeholders.
- Demonstrated proficiency in project management and budgeting.
- Familiarity with destination marketing principles and strategies.
- Excellent organizational and time management skills
- Ability to travel up to 25% of the time.

Benefits:

- Competitive salary and benefits package.
 - 401K
 - Employer 401K contributions
 - Life Insurance, 100% employer paid
 - Health Insurance, 100% employer paid
 - Dental Insurance, 100% employer paid
 - Vacation and sick leave
 - Optional vision insurance, employee paid
 - Paid parental leave
- Opportunity to be a key player in promoting and shaping Amarillo's tourism industry.
- Collaborative and supportive work environment.
- Ongoing professional development and training opportunities.