CITY OF CONROE, TX

**JOB DESCRIPTION**

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

**Director of Visit Conroe / Conroe Convention & Visitors Bureau**

**Department: Administration**

**Pay Grade:** **328**

**FLSA Status:**  **Exempt**

**JOB SUMMARY**

Responsible for ensuring the consistent delivery of the CVB message relative to the development and implementation of the CVB Strategic Business & Marketing Plan. Also responsible for overseeing the organizations operations, finances, strategic planning, public relations, marketing, promotion and client and partner relationships; and to initiate projects, programs and events to encourage and promote the tourist and convention industry within the City of Conroe.

**ESSENTIAL JOB FUNCTIONS**

* Plans and directs the administration of CVB operating policies and procedures including budgets, facility activity reports, revenue forecasts and anticipated expenditures; works closely with the Advisory Board and informs Council of activities; selects, trains and evaluates personnel.
* Develops and implements strategic plan to attract conventions, meetings, tournaments, and special events in order to make an impact on the community by way of visitor spending.
* Meets routinely with the City of Conroe City Administrator, Tourism Advisory Council, Committees, Loc al Hotel & Tourism partners, City Council, and tourism organizations at the local, state and national level.
* Collects hotel and visitor spending data and reports on a regular basis to key stakeholders.
* Develops programs, marketing and distribution channels and systems to monitor activities in order to inform and attract leisure or business groups and individuals as visitors to Conroe to use hotel facilities, attractions, retail areas, Lake Conroe, restaurants, etc.
* Serves as the marketing and promotion agent for tourism activities in the City of Conroe.
* Provides strategic marketing and sales leadership and direction for the use of hotel occupancy tax dollars, accommodations and meeting facilities; monitors program effectiveness and modifies direction and implementation to meet rapidly changing market trends.
* Develops initiatives, opportunities and programs that reflect the general consensus of those Boards and then provide the motivation and direction to bring these projects and programs to fruition.
* Actively involved in travel and trade shows, sales calls, negotiating contracts, attends various industry organization meetings for marketing and data collection purposes, special events/festival planning.
* Ensures Conroe marketing and program development and implementation are cost-effective, within planned budgets and consistent with City Council and an advisory board direction.
* Ensures CVB financial records and activity reports are accurate, up-to-date and fairly represent current conditions and are available for review and discussion with Council and City Management.
* Support the development of cultural and quality of life opportunities for Conroe’s citizens. Directs and manages the Convention and Visitors’ Bureau to meet the goals and objectives defined by the City Council.
* Performs other related job duties as assigned.

**QUALIFICATIONS**

**Education and Experience:**

Bachelor’s Degree in tourism, hospitality, marketing, or related field required. Minimum 5 to 7 years of experience in tourism or hospitality management – preferable with a Convention & Visitors Burueau.

**Special Requirements:**

Certified Destination Management Executive required – or proof of registration in the program. Possession of a Valid Texas “Class C” driver license.

**Knowledge, Skills and Abilities:**

* Knowledge of city budgeting procedures and policies and ability to monitor expenditures and revenues.
* Knowledge and understanding of various state and local laws, regulations and policies applicable to tourism and hotel tax.
* Knowledge of marketing, advertising, promotion, and public relations as it relates to tourism and visitors
* Ability to maintain vital contacts and assist with events and activities.
* Ability to clearly and effectively communicate both orally and in writing, including the ability to give effective presnetations to City Council, employee groups, citizen groups, event planners, businesses, etc.
* Ability to work with minimum supervision.
* Ability to establish and maintain working relationships with the public, business owners, and community leaders.

**PHYSICAL DEMANDS**

The work is sedentary and requires the ability to exert up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Additionally, the following physical abilities are required: feeling, hearing, mental acuity, repetitive motions, kneeling, lifting, reaching, speaking, talking, visual acuity, and walking,

**WORK ENVIRONMENT**

Work is performed where there are minimal hazards. Some work may take place out of office – traveling, working tradeshows, or onsite at local events.