
Vice President of Destination Marketing

📍 San Angelo, Texas (<https://maps.google.com/maps?q=San%20Angelo%2C%20Texas&zoom=14&size=512x512&maptype=roadmap&sensor=false>)



San Angelo Chamber of Commerce

🌐 [Website \(https://www.sanangelo.org/\)](https://www.sanangelo.org/)



The Vice President of the Destination Marketing Organization (DMO) is a key member of the San Angelo Chamber of Commerce Leadership Team. The VP of the DMO is an inspiring, innovative leader and team player who has a passion for the promotion of travel and tourism, community service, civic involvement and who has the drive lead the City of San Angelo to realize its fullest potential as a premier travel and tourism destination.

Responsibilities:

1. Deliver strong, inspirational, and consistent leadership to a world class team of travel promotion professionals.
2. Collaborate and support all chamber departments —Strong support of all chamber of commerce departments, including economic development and membership services in the implementation of their respective missions.
3. Provide leadership in the development and supervision for the implementation of an annual program of work and marketing plan for the department. The development of a marketing strategy including developing and delivering campaigns to clients that produce measurable results.

4. Develop and supervise an annual budget for support of department activities.
5. Deliver status presentations to the city council on a quarterly basis and budget requests to city council on an annual basis.
6. Recruit groups, organizations, and individuals to conduct events, and meetings in the San Angelo area, while working with the lodging community to increase occupancy rates and encourage growth.
7. Review all inquiries on conventions and tourism with the assignment of follow-ups to appropriate staff members.
8. Develop advertising campaigns using appropriate modalities to various target markets.
9. Direct the development of all promotional material.
10. Analyze metrics to evaluate effectiveness of advertising and marketing campaigns with the use these metrics to advise future marketing plans.
11. Work with community leaders on proposed infrastructure that would enhance the San Angelo tourism product.
12. Provide the Chamber Board of Directors and the DMO advisory board with monthly financial reports and sales/marketing information and relevant metrics to keep them fully advised of the DMO's operations.
13. Develop and monitor of Public Relations activity for the DMO's programs.
14. Work with various local groups to drive new tourism product development.
15. Work "hands on" with the customer by attending Travel Trade and Public Relations trade shows and sales missions.
16. Ensure that the visitor center provides world-class service.
17. Utilize technology to improve the accessibility of data, effectiveness of reports, lead generation, and follow up.
18. Leverage new and changing social media marketing options for the DMO. Continuous improvement of the DMO's web presence.
19. Adhere to Hotel Occupancy Tax guidelines and maintenance of a strong working relationship with San Angelo hotels and the San Angelo Lodging Association.
20. Perform related duties as assigned by the DMO's Advisory Board and/or the Chamber of Commerce President and CEO.

The successful candidate will be:

1. A strong leader with a track record of driving superior results from diverse teams.
2. A team player who is committed to with working all departments to achieve results for the entire organization.
3. A passionate travel and tourism promoter who is driven to consistently drive world-class outcomes.
4. Someone who is able to think and work outside convention to deliver innovative solutions.
5. Someone who is a strategic thinker who can develop and communicate comprehensive plans that invest limited resources to leverage measurable results.
6. Someone who has demonstrated financial experience in the production and delivery of budgets and financial results.
7. A strong communicator who is an accomplished public speaker, a competent writer with experience working effectively with the media.
8. Someone who understands how to use social media and web presence to drive superior results.
9. A person who is passionate about public service and community involvement.
10. Someone who is comfortable with working to influence local politics and political outcomes.

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(800) 764-3105 (tel:800-764-
3105) | info@thenextmovegroup.com
(mailto:info@thenextmovegroup.com)
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