

DESTINATION
**BRYAN
TEXAS**

Position: Tourism Event Coordinator

Job Type: Full Time, Exempt Status

Reports to: Community Engagement Manager (CEM)

ABOUT DESTINATION BRYAN:

Destination Bryan, a 501c(6) non-profit, is a destination marketing organization whose purpose is to drive economic growth to improve quality of life for our community through tourism marketing and destination development. This is accomplished through the promotion and development of Bryan, Texas tourism assets. Destination Bryan works in partnership with tourism industry-related businesses including lodging properties, restaurants, venues, attractions, activity providers, and other stakeholders. Primary core functions of the organization consist of marketing and advertising, promotion, group sales and services, fostering community partnerships, hosting events, package and product development, and general destination management of the community for tourism development and quality of life.

POSITION OBJECTIVES:

The Tourism Event Coordinator will fit into a passionate team to fulfill the objectives of the organization. The primary objectives of this position are to support, develop, and execute tourism events offered within the City of Bryan in order to increase the number of visitor offerings, attendance, and generate positive impacts to the community. Success in this position includes the creation and facilitation of new tourism events and the growth of existing tourism events.

MAJOR JOB FUNCTIONS:

- Design, develop, and execute a strategic calendar of tourism events designed to bring visitors to Bryan.
- Coordinate event creation from concept to completion.
- Develop and maintain event training, policies, and procedures for all events.
- Responsible for on-site supervision and execution of events hosted by the organization.
- Coordinate event entertainment, programming, personnel, contractors, volunteers, and vendors for events.
- Track post-event data, budget recaps, and participant and attendee feedback in relation to goals approved by the Executive Director.
- Work with CEM to develop and maintain partnerships in relation to Destination Bryan tourism events and partner events.
- Improve event management systems, processes, and best practices, including emergency procedures, analysis of risk areas, and contingency plans.

- Develop and oversee a robust internship and volunteer program, including training and supervision.
- Work cooperatively with all staff, including a high level of collaboration within the event department and cross-functional teams with marketing, communications, and sales.

QUALIFICATIONS & REQUIREMENTS:

- Bachelor's degree in hospitality management, event management, tourism, business administration, marketing, communications, public relations or a related field
- Four (4) years of experience, preferably in the tourism industry
- Ability to work nights and weekends, as needed
- Must be able to work in Bryan, Texas and the Destination Bryan offices
- Ability to lift and carry up to 50 lbs
- Must be able to operate a motor vehicle and have a valid driver's license

PROFICIENCIES & ABILITIES:

- Microsoft Office Software (Office, Word, Excel, PowerPoint, and Outlook)
- Google Suite (Gmail, Google Drive, Google Docs, etc.)
- Capacity to multi-task and adapt quickly to a rapidly changing environment
- Exceptional interpersonal, oral, and written communication skills
- Demonstrated leadership and management skills
- Flexibility and ability to work in a changing and dynamic environment
- Strong project management, problem solving, and organizational skills
- Computer skills
- Collaboration within a team setting

BENEFITS:

- Salary commensurate with experience
- Employer paid medical, dental, vision, disability, and life insurance for employee
- Paid holidays, sick, and vacation days
- Retirement 401(k) plan with employer contributions

APPLICATION PROCESS:

Interested applicants should send their resume and cover letter to Katelyn Brown, Community Engagement Manager, at katelyn@destinationbryan.com. For additional questions, please call (979) 721-9506.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.