



MANAGER, HOSPITALITY ENGAGEMENT & OUTREACH

IN-PERSON - HOUSTON, TX

At Houston First, we are committed to providing our team members with a work environment where they can be themselves and recognized for the unique perspectives, they each bring forward. diversity, equity, and inclusion aren't just buzzwords—they're woven into the way we run our business, and they're reflected in our culture.

Houston First Corporation is leading the effort to promote Houston as one of the great cities of the world. Our team members operate the city's finest convention, arts, and entertainment venues. We are fortunate to live, work, and play in such a great destination.

The ideal candidate should have experience in product management and outreach in the hospitality and tourism industry. By showcasing outstanding organizational skills, paying attention to detail, and being creative. The Manager of Hospitality Engagement and Outreach will lead the Houston Insider program through comprehensive training and engagement in Houston's hospitality industry which includes all Houston area hotels, attractions, restaurants, transportation organizations, and other tourism service providers. Responsibilities include facilitating training sessions among hospitality professionals, providing travel trade industry guidance, promoting Houston as a leisure destination, and elevating the overall visitor experience.

DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS:

- Work closely with the Vice President of Leisure Market Initiatives in implementing the Insider program vision and outreach strategies to engage stakeholders within the hospitality community.
- Act as the main point of contact for the program, addressing inquiries and fostering a strong network by collaborating with local businesses, organizations, and institutions.
- Organize and coordinate in-person training events, virtual webinars, and online resources for training. Identify opportunities to connect with front-line staff, sales managers, directors, and other professionals across the hospitality sector.
- Develop and curate content that enhances participants' knowledge of Houston's attractions, culture, and unique offerings. Assist with the development of marketing materials and website updates.
- Continuously evaluate and enhance the program's content, delivery methods, and engagement strategies.
- Establish key performance indicators (KPIs) to measure the success and impact of the Houston Insider program. Regularly analyze and report on engagement levels, certification rates, and overall program effectiveness.
- Stay informed about industry trends and developments in the tourism industry

SUPERVISORY RESPONSIBILITIES:

- This position has no supervisory responsibility.

EDUCATION AND/OR EXPERIENCE:

- A bachelor's degree in business administration, hospitality, or a related field is preferred.
- Proven experience in program management, stakeholder engagement, and outreach strategies within the hospitality or tourism industry.
- 5 years of Hospitality and Tourism experience is required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent presentation, networking, and relationship-building skills.
- Strong oral and written communication in English. Fluency in Spanish is a plus.
- Must have knowledge of Houston, Harris County as well as surrounding counties and cities (i.e., attractions, hotels, restaurants, traffic routes).
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Strong interpersonal and communication skills, with the ability to effectively represent the organization to various stakeholders.

WORK ENVIRONMENT:

- Working late hours and weekends may be required.
- Willing to travel frequently for training, events, and other engagements.
- Must be able to lift (45 lbs) to carry brochures and other promotional materials.