

**CITY OF GONZALES
POSITION DESCRIPTION**

TITLE: Director of Tourism
DEPARTMENT: Tourism

JOB CODE: Full-Time
FLSA: Exempt

SUMMARY: Position is responsible for a full range of activities to develop a successful tourism program for Gonzales County. The position is responsible for further promoting the downtown area of the City and the County at large through encouraging, promoting and developing tourism. This position is charged with recruiting convention business; economic and historical development as related to developing tourism. This includes long range planning and goals for the successful growth of tourism and conventions in Gonzales. Assists with other development and promotional projects within the City and County. The position is charged with the development of multiple day events which will directly impact overnight lodging in Gonzales to further support sustainability of our motels, Bed and Breakfast and Inns. The position is responsible for increasing the rentals of the J.B. Wells Expo Center to 51% or greater utilization for events creating overnight lodging in Gonzales. Position will be responsible for developing a signature marketing and tourism plan. Position will promote the rich history of Gonzales in concert with featuring all of our amenities to develop Gonzales as a tourist destination. The individual requires a high level of organizational skills, marketing, creativity, event planning, hospitality experience, public relations and vision to place Gonzales as a top destination for Texas history tours and family-oriented vacations while incorporating overnight lodging. Position will cross train with the City's Main Street Director. Professional attire a must.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by this position. The position may be required to perform position-related tasks other than those specifically listed in this description.

Required Knowledge and Skills:

- Understanding and experience with the policies and procedures, organization and functions of a Tourism Department are important to performance in this role.
- Having existing knowledge of the geographic layout of the County, including tourist attractions. Candidate should have knowledge of the tourist attractions of the surrounding areas.
- General knowledge of computers, modern office practices and equipment, modern accounting and bookkeeping methods and professional document preparation.
- Working knowledge of principles and practices of supervision related to management.
- The ability to communicate effectively in oral and written form is mandatory.
- This position requires a combination of education and experience equal to five years in tourism, management, hospitality sales, marketing, or customer service related positions.
- An emphasis will be placed on those who have worked with the promotion of tourism and those who have marketing and managerial experience.
- Previous experience in a CVB is highly desirable and experience with an advertising agency with media negotiations is helpful.
- Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities.

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Position Goals:

- Develop Tourism Market with a unique brand to increase overnight lodging in Gonzales.
- Build and sustain a market for weekday conferences and conventions utilizing the J.B.Wells Expo Center and other local facilities which will result in two (2) or more night stays in local lodging facilities.
- Combine current one (1) day events into two (2) day events resulting in overnight stays.
- Position is required to produce benchmark success in rentals of convention facilities, increased hotel/motel tax revenue, sales tax and retail sales.

Required Education, Experience and Certificates:

- Bachelor degree preferred, but any combination of experience may be substituted that relates to management, promotion, customer service and or people skills.
- Valid Texas Driver's License

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in an office setting and outside environment
- May be subject to repetitive motion such as typing and vision to monitor
- May be subject to bending, reaching, kneeling and lifting (up to 50 lbs.)

Equipment and Tools Utilized:

- Standard Office Equipment