



Director of Tourism and Marketing  
Marble Falls/Lake LBJ Chamber of Commerce and CVB

**FLSA Designation: Exempt**

**Reports to:** Executive Director

**Directs:** This position does not supervise staff.

**Other:** Deals with the general public, volunteers, chamber staff and city staff

**Job Summary**

This position is responsible for all aspects of promoting Marble Falls, Texas as a tourist destination by developing, planning, organizing, and overseeing tourism marketing and promotion programs to drive hotel and leisure sales and tax revenues. The Director must assume and display a leadership role in the development and execution of the long-term plan focusing on making Marble Falls a premiere destination hub. The Director must be a personable, creative, accountable, and collaborative professional that is team oriented with the goal of promoting tourism in Marble Falls. The Director works closely with the City Downtown Coordinator, Economic Development Corporation Director, and other community and industry stakeholders in all aspects of work.

Duties and responsibilities include, but are not limited to:

1. Create, manage and implement a comprehensive marketing strategy to define and capitalize on Marble Falls' identity as a destination hub that optimizes potential impact on overall tourism revenues generated in the City.
2. Create the annual marketing budget, coordinating the development of marketing initiatives including, but not limited to, advertising, cooperative advertising, website and collateral materials.
3. Manage administrative aspects of CVB program including purchasing, record keeping, accounting and report preparation. Prepare and recommend to the CVB, City Council, and City Manager, an annual CVB budget.
4. Manage day to day operations in the Visitor Center including oversight of volunteers and building operations.
5. Recruit local, regional, and state groups, organizations, and individuals to conduct events, meetings, gatherings, executive retreats, conferences and other activities in the Marble Falls area for the purpose of generating overnight stays.
6. Coordinate group bookings with hotel management to negotiate rates, when necessary, for attendees. Work closely with the lodging community to encourage growth.
7. Complete and present regular reports to the Board of Directors, HOT Committee, City Council and other groups as appropriate.
8. Participate in Chamber activities and support Chamber staff as needed.
9. Develop, implement and manage short- and long-term strategic goals and performance measures for ROI tourism spending of the Marble Falls Convention and Visitors Bureau.

10. Conduct appropriate research to ensure proper decision making in market, product development, and advocacy strategies and programs.
11. Organize and meet with tourism stakeholders on a regular basis to build effective relationships in support of overall strategies.
12. Work with community partners to create and develop tourism opportunities.
13. Represent the CVB at selected industry and community organizations and related meetings and trade shows.
14. Attend state and national tourism conferences to stay current on trends and programs.
15. Performs other related duties as may be required or assigned.

#### **PHYSICAL AND ENVIRONMENTAL CONDITIONS:**

The Director of Tourism and Marketing must be able to lift and carry up to 20 pounds and pull, push, or drag up to 50 pounds of materials and supplies. The Director of Tourism and Marketing is required to walk, stand, and sit for extended periods of time. This position must use eyes, ears, hands and fingers to perform assigned duties and responsibilities. The job is performed primarily indoors but does require occasional work outdoors in extreme temperatures including heat, cold, temperature swings, and inclement weather.

#### **REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND TRAINING:**

The Director of Tourism and Marketing must be able to:

1. Demonstrate strong knowledge in marketing and tourism, and demonstrate ability to apply general business and management practices and procedures and good knowledge of personnel operations.
2. Must have proficiency in word processing and spreadsheet programs utilizing Mac and PC
3. Must possess excellent communication skills and be able to motivate and coordinate others to achieve results
4. Must have the ability to work independently without close supervision.
5. Will live within or be willing to re-locate to the Marble Falls area.
6. Computer and social media skills necessary such as Instagram, facebook, Pinterest, Twitter.
7. Willing to work non-standard hours on occasion.

Education and Work Experience Requirements:

1. Able and available to travel and possess a valid Texas driver's license and dependable insured transportation.
2. Bachelor's degree in Tourism, Business, Marketing, Communication or other related field, or equivalent (preferred)
3. Experience in the Travel Industry, Tourism Industry and/or Lodging Industry is desired (preferred)