

**CITY OF MONTGOMERY  
DIRECTOR OF MARKETING AND TOURISM**

This full-time position will be responsible for planning and overseeing the development, implementation and administration of tourism marketing programs for the City. This position will coordinate tourism operations, administer a budget as assigned, implement and manage marketing programs, manage the City's visitor brand identity, and serve as the Event Coordinator. A Bachelor's Degree in advertising, marketing, hospitality and tourism, public relations or closely related field or four years of experience in advertising, marketing, hospitality and tourism, public relations or closely related field. Superior verbal and written communication skills required.

The job description is posted on City's web site [www.montgomerytexas.gov](http://www.montgomerytexas.gov) under Employment Opportunities. Salary is DOQ. City offers medical, dental, vision and retirement benefits. Submit resume and letter of interest by email to [shensley@ci.montgomery.tx.us](mailto:shensley@ci.montgomery.tx.us) or mail to: City of Montgomery, City Secretary Susan Hensley, P.O. Box 708, Montgomery, Texas 77356 or by Fax: (936) 597-6437.

Position: Director of Marketing and Tourism

Reports to: Economic Development Corporation

## Job Description

### JOB SUMMARY

The purpose of this position is to plan and oversee the development, implementation, and administration of tourism marketing programs. This is accomplished by coordinating tourism operations, administering elements of the hotel occupancy tax budget as assigned, implementing and managing marketing programs, managing the City's visitor brand identity, and developing partnership/relationships to advance marketing goals. Other duties include providing responsible and complex administrative support to the Montgomery Economic Development Corporation.

### ESSENTIAL FUNCTIONS

#### Marketing Program Management:

- Create and manage the City's visitor brand identity and visibility, ensuring strong branding elements are integrated into all tourism marketing assets.
- Oversee design/printing of marketing publications.
- Create and manage the marketing/advertising budget and provide monthly reports to the EDC.

#### Social Media Management

- Oversee the development, review and distribution of advertising, media releases, etc. on tourism-related subjects including attractions, activities, events, facilities, marketing and public relations.
- Provide current and updated information to the press.
- Contribute to and monitor the flow of new web content.

- Maintain the tourism website, distribute monthly e-newsletters, and update social media.

### Tourism Program Management

- Work with local business, historical and volunteer associations, to develop strategies, programs, and policies to promote tourism and foster economic development.
- Develop and implement a marketing plan for the EDC working closely with diverse special interest groups in the city.
- Create and foster positive working relationships with local groups and organizations in and around the city.
- Promote attractions and community events to visitors
- Gather data and prepare tourism analysis for the EDC, City Council and Downtown Associations as required.
- Prepare and present monthly reports on advertising, creative initiatives as well as activities to the EDC Board of Directors.
- Manage the Tourism office/Visitor Center.

### Event Coordinator

- Create, coordinate, and manage special events that increase tourism, enhance downtown development, and promote community involvement.
- Design, develop and implement in-service training programs for staff volunteers.
- Develop and maintain relationships with the Chamber of Commerce, Historical Committee, local business associations, and other local organizations.
- Write and apply for funding through grants, sponsorships and cooperative marketing programs.
- Attend board meetings and assist in planning and execution of special and annual events.

## MINIMUM QUALIFICATIONS

- Bachelor's degree in advertising, marketing, hospitality and tourism, public relations or closely related field or four years of experience in advertising, marketing, hospitality and tourism, public relations or closely related field. Knowledge of special event management, economic development, writing, graphic design, and media relations.
- Job has no regular responsibility for the direction or supervision of others but may involve direction of volunteers, interns, part-time or temporary staff.
- Superior verbal and written communications skills for grant writing, presentation of Board reports, promotional materials, newsletters, press releases and appearances and other presence sources.

## JOB PARAMETERS

- Work is in an office setting but will require mobility during special events and conferences.
- It is necessary that the hours and days of the week be flexible.
- Position will be full-time, salaried, over-time exempt, and include benefits.
- Some travel may be required.