

BREWSTER COUNTY TOURISM COUNCIL

EXECUTIVE DIRECTOR JOB DESCRIPTION

The Brewster County Tourism Council operates under the administrative direction of the Brewster County Judge and Brewster County Commissioners Court. The Brewster County Tourism Council Executive Director is an employee of Brewster County. Therefore, the Executive Director must understand and abide by the Brewster County Employee Handbook.

The Brewster County Employee Handbook outlines appropriate information regarding benefits and obligations along with general personnel policies. The Handbook is subject to change without notice.

The Executive Director will perform duties under the direction of the President of the Brewster County Tourism Council and / or a member of the BCTC Executive Committee upon request of the President. The Executive Director's role is essential in building a successful County tourism program.

Work Objectives

- Facilitate development, execution and documentation of advertising and promotional projects.
- Serve as leader, advocate, motivator, guide and resource for the communities of within the county.
- Work with local businesses, organizations, firms, and partner agencies.
- Promote and empower individuals, groups and organizations to gain knowledge and skills, assume responsibility to develop and implement ideas for building better tourism destinations, events, and attractions throughout Brewster County.

Major Areas of Responsibilities

- Supervise and achieve all administrative aspects of the county program to include:
 - a. Purchasing
 - b. Record keeping
 - c. Organize, Review and verify bills to be paid on a timely basis.
 - d. Project and general budget development and accounting in conjunction with Tourism Council and Brewster County Commissioner's Court.
 - e. Prepare reports required or requested by Brewster County Commissioner's Court and / or Tourism Council.

- Develop and accomplish, under guidance of the Tourism Council and Brewster County Judge, tourism development strategies that are based on the county's resources to enhance economic development.

- Assist the Council and committees in developing an annual work plan for Budgeting and Marketing a tourism program focused on five principles: collaboration, community, interpretation, authenticity and preservation.

- Serve as the primary link between the Texas Tourism Office, partner organizations and business firms.

Specific Areas of Responsibility

- Coordinate board meetings, workshops, and the activity of the committees
 1. Ensure that communication is well established between committees
 2. Assist committees with implementation of the work plan.

- Administer www.visitbigbend.com website for correct and current content.

- Engage in social media strategies, including Facebook and Twitter, for partners and visitors. Work with current contracted firm to advance and promote the county via social media.

- Make use of speaking engagements, media interviews and personal appearances to keep the county in the public eye.
- Support promotional events to stimulate visitation to the county, when valid.
- Work closely with local and regional media to ensure maximum coverage of County activities and program progress.
- Help build strong and productive partnerships with appropriate public agencies and civic organizations at the local, state and national levels.
- Assist with the identification of county heritage tourism attractions that have the potential for tourism development.

Attributes of a Successful Executive Director

A successful Executive Director MUST:

- Be a strong advocate for county tourism
- Have a sense of entrepreneurship and a be a self-starter
- Be diplomatic and a skilled communicator
- Have an appreciation and understanding of community involvement
- Be success oriented, a leader and a motivator
- Be personable, persevering and patient
- Manage multiple priorities important to the Council across diverse programs promoting the county.

Qualifications and Job Functions

Minimum Qualifications: Accredited college hours preferred and/or 5 years experience in tourism planning/development, marketing, and communications.

Selected applicant will be required to travel extensively outside the area for trade shows, industry shows, etc, generally, in their own vehicle. Expenses will be compensated in accordance to Brewster County Employee Handbook.

Salary Range

Salary based on experience (range from \$ 40,000 to \$ 50,000 annual salary) within the guidelines set by Brewster County Commissioner's Court. Brewster County complies with the Fair Labor Standards Acts as outlined in the Fair Labor Standards Safe Harbor policy. The position is funded by the HOT Tax from County Hotel/Motel operators. The BCTC Executive Director is an employee of Brewster County, with County benefits. Administrative oversight will be provided by the Brewster County Judge and the Commissioner's Court. HOWEVER, the position will report to and is under the direction of Brewster County Tourism Council.

Benefits in accordance with Brewster County Employee Handbook

- Health, life, dental and other insurance
- Vacation, sick leave, holidays and other leaves
- Retirement

Application Information

- Resumes and cover letters will be accepted through October 30, 2015 and must include:
 1. A minimum of three references with current contact information
 2. Current Driver's License number and issuing state
 3. Passport number if available.
- Resumes and all pertinent information should be mailed or e-mailed to:

Eleazar R. Cano, Brewster County Judge
PO Drawer 1630
Alpine, TX 79831
Email: eleazar.cano@co.brewster.tx.us

For questions
Ron Sanders, President
Brewster County Tourism Council
432-386-6337