

Grade: 14  
FLSA: Exempt

**CITY OF ALVIN  
AN AT-WILL EMPLOYER**

**JOB TITLE: CVB DIRECTOR**

**GENERAL STATEMENT OF JOB**

This is a full-time position, which includes a full range of activities to encourage, promote, and market Alvin as a destination for business, convention, and leisure travel as well as promoting Alvin's attractions for tourism. The Convention and Visitors Bureau Director will organize and supervise the operation of the bureau. The Director will manage the day-to-day activities of the ACVB and develop and implement programs to achieve the goals set forth within the parameters of the annual budget. Reports to the Assistant City Manager.

**EXAMPLES OF ESSENTIAL FUNCTIONS**

*The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Plans, directs, and coordinates the activities aimed at enhancing the image of Alvin as a destination point for overnight visitors and increasing consumer traffic to the City.

Primary areas of responsibility are to organize, promote and implement special promotion, projects and tourism-related strategies. To sell, market and promote the City of Alvin throughout the state, region and nation.

Respond to all inquiries relating to and including tourism, conferences, sporting events, etc.

Assist in development of annual Convention and Visitor Bureau budget for presentation to City Council for hotel/motel tax fund allocation.

Manage the ACVB social media accounts and website to promote activities.

Provide research as needed.

Provide for the development and dissemination of promotional materials, press releases, articles, etc.

Assist in developing events on behalf of the City which attract out-of-town visitors.

## CVB DIRECTOR

Oversee and help plan tourism related events and coordinate special events.

Oversee the overall operation and maintenance of the Visitor Information Center:  
Distribute literature to hotels, Texas Travel Information Centers & other outlets  
as appropriate.

Maintain working relationships with local hospitality industry, local officials and all boards, committees and community groups that are part of the tourism product, including regional and state organizations.

Inform press, state, local, and other interested parties of tourism activities.

Maintain tracking records and creation and maintenance of a tracking system to determine economic impact of tourism on the Alvin area to gauge return on investment figures.

Assist in developing Occupancy Reports from area Hotels detailing number of guests.

Represent Alvin at regional and state conferences and travel shows as time and budget allows.

General office duties as needed and other duties as assigned.

Travel for educational conferences within the industry, sales calls, tradeshow, bid presentations, sales blitz, legislative seminars, and any other industry related events, within budgeted allowance, and may include weekends and after-hours.

### **REQUIREMENTS**

#### **Minimum Training and Experience:**

Experience in marketing, communications, public relations, public administration, business administration or related field. Experience leading & managing a team. Fiscal management experience. Excellent communication & relationship-building skills. Ability to analyze & interpret marketing data. Success leading strategic planning & execution. Ability to exercise judgment and diplomacy in a wide variety of public contact situations.

Three (3) years supervisory experience is required. Requires the ability to communicate clearly and concisely, both orally and in writing. Bachelor's degree or equivalent; or a minimum five (5) years of experience in the hospitality industry with knowledge of the tour and travel industry, visitor solicitation and service programs, marketing, and public relations; or equivalent combination of education and experience. Must have the ability to establish and maintain effective working relationships with others. Ability to meet schedules and deadlines.

#### **Knowledge Skills and Abilities:**

Extensive knowledge of hotel occupancy tax laws and regulations.

Revised 2017

## CVB DIRECTOR

Working knowledge of modern practices and technology, including the use of computers, Microsoft Office Suite products, and peripheral equipment.

Ability to respond to staff and public inquiries requiring sufficient knowledge of City policies and procedures.

Ability to communicate effectively with City personnel, Hot Funds Committee, and general public.

Ability to attend and remain at work regularly and adhere to policies and procedures regarding absenteeism and tardiness.

Ability to create a working budget and carry out the budget in operations.

### **Physical Requirements:**

Tasks involve the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another. Tasks may involve extended periods of time at a keyboard or work station.

### **Environmental Requirements:**

Tasks are regularly performed without exposure to adverse environmental conditions.

### **Sensory Requirements:**

Tasks require sound, visual perception and discrimination, as well as oral communications ability.

CVB DIRECTOR

SIGNATURE/APPROVAL

Employee Signature	Print Name	Date
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Human Resources Signature	Print Name	Date
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