



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

Vice President Convention and Visitors Bureau

Greater New Braunfels Chamber of Commerce, Inc.

Summary

You are responsible for developing and managing a budget and strategy to generate tourism and convention business for the City of New Braunfels. You will manage a department and serve on the leadership team of the Greater New Braunfels Chamber of Commerce, the official destination marketing organization for the city. You will have the opportunity to collaborate with some of the state's premier attractions and hospitality businesses.

About the Chamber

We are a membership organization that represents more than 1,600 local businesses. We partner with the public sector to administer tourism marketing and job growth for the community. We work to strengthen the local economy, advocate for our members and the community, advance community excellence, and deliver value to our members.

Roles and responsibilities

Core roles and responsibilities

- Serve collaboratively on the leadership team of the Chamber, developing tourism and convention strategy in alignment with organizational strategies and objectives
- Develop and manage the annual CVB Plan of Action, as well as supportive plans and strategies
- Develop and manage the budget for the Convention and Tourist Fund (About \$2m annually)
- Ensure the effective management of the professional services contract with the city through performance tracking, presentations, meetings and reports
- Provide staff support to the CVB Strategy and Steering Committee
- Manage highly functional working relationships with community leaders, public officials and local hospitality businesses, including attractions and visitor accommodation firms
- Lead, manage and coach the professional staff of the CVB
- Collaborate internally to develop marketing and public relations campaigns, as well as to monitor weekly, monthly and quarterly performance
- Ensure effective operation of the Highway Visitor Center



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Additional roles and responsibilities

- Represent New Braunfels in area, regional and state organizations
- Provide public presentations to various organizations, professional and civic groups
- Participate and interface with partner boards, committees and other groups

Qualifications and skills

Knowledge, skills and attributes

- Collaborative: skilled at developing and maintaining effective working relationships with colleagues, managers, direct reports and partners
- An adept problem solver who is skilled at new ideas and operational optimization equally
- Excellent written and verbal communication skills
- Confident and effective public speaker
- Skill in organizing workflow and managing multiple projects
- Ability to delegate, teach and mentor
- Flexible and open

Education, experience and certifications

- Bachelor's or master's degree in tourism, business or related field
- Minimum five years management experience in equivalent field of operations
- Experience in tourism and convention recruitment
- Experience and familiarity with digital marketing campaigns
- Any combination of education and experience may be considered as a substitute for a degree or years of experience
- A valid driver's license

Additional information

- Reports to: President and CEO
- Location: New Braunfels, TX
- Time: Working hours are typically M-F however some nights and weekends are required
- Work is performed in an office setting, off site, and at special events

Applicants should send a cover letter and resume to:

Jonathan Packer
President and CEO
jonathan@innewbraunfels.com