



JOB TITLE: Director of River Walk Operations

SALARY RANGE: \$85,000.00 - \$135,000.00

OPENING DATE: November 16, 2023

CLOSING DATE: Until Position is Filled

WORK HOURS: Monday – Friday 8:30 AM – 5:30 PM Some nights, week-ends, and Holidays

JOB SUMMARY:

Under general supervision, is responsible for the development, production and delivery of events and meetings along the River Walk. Solicits, contracts, and builds relationships with sponsors and vendors. Works with VP of Partners managing Visit San Antonio Membership program. Develops partner communications, membership, and member-value strategies in search of optimizing all relationship angles with the tourism/hospitality industry in San Antonio. Exercises functional supervision over assigned staff.

ESSENTIAL JOB FUNCTIONS:

- Oversees all event planning, execution, and evaluation for events along the River Walk.
- Oversees all aspects of sponsorships, event tickets, caroling barges, Artisan Shows, parades and associated events along the River Walk.
- Maintains timelines and priorities of events and communicates status to appropriate team members.
- Manages operational and administrative functions to ensure specific events are delivered on time and efficiently.
- Solicits marketing, membership, accounting, and event support from Visit San Antonio team members, provides leadership and direction for required events.
- Works with VSA marketing staff to promote River Walk events on all calendars, social media and websites.
- Works with VSA marketing staff to assist with Rio Magazine or other determined publication as assigned.
- Works with VSA marketing staff to maintain River Walk website as determined.
- Source and negotiate with event vendors and suppliers.
- Responsible for establishing and/or maintaining event budgets.
- Analyze event's success and prepare reports.
- Assist VSA leadership with analyzing needs for temporary and/or permanent event staffing needs and coordinate same with Visit San Antonio staff.
- Identifies existing and new partners (members, sponsors) and develops strategies that will entice them to join Visit San Antonio's membership.
- Cultivates sponsors / membership by producing specialized correspondences, preparing letters of acknowledgment, scheduling and attending in-person visits.
- Develops and maintains a list of existing and potential sponsors and nurtures the relationship to maintain or grow the sponsorship. This would include account development, contract management and reporting results.

- Collaborates with other organizations including Center City Development and Operations Department, Centro San Antonio, SA Hotel Lodging Association, HBGCC, San Antonio Visitors Alliance, and other tourism partners on projects and issues related to downtown and the tourism industry.
- Works to develop numerous contracts with partners, vendors, sponsors and City of San Antonio.
- Works closely with Center City Development and Operations Department and Tour Barge Company to ensure compliance with License Agreement with City of San Antonio regarding events held on the River Walk.
- Responsible for securing monthly speakers and conducting River Walk operator meetings.
- Performs other duties, fulfills responsibilities as assigned.
- Position requires Director to work some nights, weekends, and holidays. Thanksgiving through Christmas is the busiest season.
- Oversees boat fleet management and that driver training requirements are maintained.
- Assis with agendas and reports for River Walk advisory committee meetings, media requests, and media presentations.

JOB REQUIREMENTS:

- Bachelor's Degree from an accredited college or university.
- Five (5) years of experience in event planning.
- Experience in planning organizational events both small and large scale is required. Prior experience in a membership-based organization, hotel, tourism and/or hospitality industry is a plus.
- Valid Class 'C' Texas Driver's License
- Supervisory experience
- Public Relation experience
- Public Speaking experience

PREFERRED QUALIFICATIONS:

- Association management, or tourism experience is a plus.
- Advertising experience preferred
- Strong sales background: membership sales experience preferred
- Software knowledge requirements: Budgeting and accounting software, Microsoft Suite, Excel, Word, PowerPoint

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications and licenses must be submitted at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of this position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.

- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional background checks may be conducted.

KNOWLEDGE SKILLS AND ABILITIES:

- Knowledge of principles and practices of visitor advertising and promotion.
- Knowledge of local visitor attractions, especially in the River Walk / Downtown area.
- Knowledge of communication/media terminology, procedures, practices and methods.
- Knowledge of principles and practices of budget preparation and administration.
- Knowledge and experience in areas of customer service; customer relationship building internally and externally
- Solid knowledge of San Antonio and ability to confidently promote the city is required.
- Persuasive negotiation skills.
- Ability to work collaboratively.
- Ability to prioritize and manage multiple responsibilities simultaneously.
- Efficient and proven organizational skills; detail oriented.
- Skill in utilizing a personal computer and associated software programs.
- Ability to exercise initiative, judgment, and diplomacy in all Visit San Antonio related matters.
- Ability to formulate new techniques and strategies for more efficient operation.
- Ability to establish and maintain an effective working relationship with employees, management, and the general public.
- Comfortable with boats and water-related activities.

PHYSICAL REQUIREMENTS:

Physical requirements include visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate computer keyboard. Subject to sitting, standing, lifting and walking to perform the essential functions. Working conditions are primarily inside an office environment.

This position is a fulltime position, subject to local travel and/or evening and weekend hours on an as needed basis. Visit San Antonio offers a competitive benefits package including paid holidays and annual leave, health & wellness plan options, and retirement plan options. Visit San Antonio is an equal opportunity employer. Applications from men, women, individuals with disabilities, veterans, and people of diverse cultural backgrounds are encouraged to apply.

To apply for this position, please send your application, resume, and cover letter to jobs@visitsanantonio.com