



Executive Director Texas Hill Country River Region

The Texas Hill Country River Region (THCRR) was founded in 1998 with the mission of promoting Uvalde County as an overnight year-round tourism destination and to increase off-season overnight occupancy in accommodations primarily located along the Frio, Nueces, and Sabinal rivers. THCRR is funded by a county hotel occupancy tax, governed by a seven-member Board of Directors, and is authorized via a contract with Uvalde County, all of which support the mission of expanding the River Region as a year-round destination for vacationers, business travelers and special interest groups.

Responsibilities:

The Executive Director, with the support of the THCRR Board of Directors, is responsible for establishing the objectives for THCRR, as well as developing and executing the strategy for realizing those objectives. Specifically, the Executive Director is responsible for:

- Working with local stakeholders as well as tourism and convention experts to expand Uvalde County's overnight tourism industry
- Developing a strategic plan and budget to be presented initially to the Board of Directors and ultimately to the Uvalde County Commissioners' Court, with quarterly updates to both parties.
- Overseeing all marketing and river cleanup efforts funded or coordinated by Texas Hill Country River Region, which includes review and approval of proposed media or marketing plans consultant and contractor proposals, internal project plans and proposed marketing and river clean up grants/sponsorships. Key success factors and other data needed to evaluate the effectiveness must be established in advance and communicated to stakeholders.
- Maintaining active communication with and monthly updates to the Board of Directors to assure mutual / bidirectional support in implementing the mission of Texas Hill Country River Region.
- Assuring that social and web media is maintained so that tourists, tourism partners and other stakeholders are well informed.
- Assisting CPA to provide monthly Treasurer's Reports to both the Board of Directors and Uvalde County Commissioners' Court.
- Representing Uvalde County and designated special legislative action groups in a manner that is aligned with the mission and values of Texas Hill Country River Region.
- Providing and maintaining regular communications with community stakeholders on THCRR activities, training opportunities, lobbying efforts, and other areas that are of interest to businesses

that support the tourism industry in Uvalde County. These communications will include:

- Quarterly updates to community stakeholders.
- Public forums (virtual or in-person) to allow for the exchange of feedback, ideas, updates or to provide information on expanding marketing effectiveness for lodging partners, held no less than bi-monthly during non-peak season (September – May).
- Working with the President and Board of Directors to assure compliance with the governing bylaws of THCRP as well as compliance with the governing Hotel Occupancy Tax Code.
- Continued alignment of employees and consultants with the mission and values of Texas Hill Country River Region.
- Staffing and maintenance of the Uvalde County Visitor Center in order that tourists and visitors are greeted and informed by employees and team members that are educated and enthusiastic about Uvalde County's attractions, activities, and river conditions.
- Working closely with other tourism related entities in Uvalde County to assure the most effective use of resources in growing Uvalde County's overnight tourism industry.

Qualifications:

- Bachelor's Degree from accredited college or university in marketing, communications, public relations, business administration, or a related field. A minimum of five years of increasingly responsible experience in a related field. An equivalent combination of education and experience sufficient to perform the responsibilities of the position may be considered.
- Very strong writing, editing, proofreading skills.
- Strong presentation, public speaking, and facilitation skills with the ability to drive consensus on key issues affecting tourism (community engagement).
- Ability to create new and maintain existing partnerships with the community to promote tourism and legislative initiatives.
- Experience with media relations, media buying and collateral management experience.
- Marketing strategy and budget development with associated implementation plan.
- Successful experience managing exempt and non-exempt employees, contractors, consultants, and task force leaders, with strong delegation and follow-up skills.
- Permanent residence within 45 miles of the Visitor Center. Visibility at local events that occur during non-business hours (occasional).