



Job Title:	Convention & Visitors Bureau Director	
Pay Range:	DOQ	
Department:	CVB	02/22/2017

JOB SUMMARY:

The Convention & Visitors Bureau Director is responsible for guiding the corporate affairs of the Harlingen Convention and Visitors Bureau. Make recommendations to the Board of Directors and Advisory Committee; represent the HCVB through continuous contact with membership, outside individuals, public agencies and officials, various organizations, and groups with the general public. Work directly with the Development Corporation Board of Harlingen, Inc. and the Harlingen Area Chamber of Commerce to support strong business conditions, benefit members and provide a positive impact on business, community, hotels and visitors as a whole. Works closely with Foreign Governmental Agencies to attract tourism to the City of Harlingen. Develop and maintain key relationships in the tourism industry. Direct and oversee all contracts that the CVB agrees to perform for any and all outside parties.

QUALIFICATIONS:

- Knowledge of Marketing, Advertising, Public Relations and Brand Management.
- Knowledge of both large and small business operations, preferably with non-profits, hotels/motels, tourism related industries and institutes of higher learning.
- Bachelor's degree in Business, Marketing, Communications, or related field from a college or university; or five years related experience and/or training; or equivalent combination of education and experience.
- Valid Texas Driver's License.

PHYSICAL REQUIREMENTS: Administrative work; sits at a desk to work. Involves occasional light lifting of 0–20 pounds.

Applicant must successfully pass a pre-employment Drug and Alcohol screening and Background check prior to employment by City of Harlingen.

BENEFITS: The City offers excellent benefits including paid holidays, vacation, sick leave, health and life insurance, a retirement system and optional deferred compensation programs.

HOW TO APPLY: Applications are available at City of Harlingen Human Resources Department, 118 E. Tyler, Harlingen, Texas 78550, City Website: www.myharlingen.us

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