

VISIT FORT WORTH

DESTINATION STRATEGY MANAGER

JOB DESCRIPTION

JOB TITLE: Destination Strategy Manager

DEPARTMENT: *Marketing*

POSITION REPORTS TO: Vice President, Marketing

EXEMPT OR NON-EXEMPT: Exempt (Professional)

SUMMARY OF BASIC FUNCTIONS: The Destination Strategy Manager will support the Vice president of Marketing in the development and execution of the Destination Master Plan. The goal of the plan is to increase the impact of tourism in Fort Worth. This position will interact with a broad range of partners throughout the community, and each department within the Visit Fort Worth organization.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

Plan Development: 60%

- Execute strategies and tactics that fulfill the goals of the Destination Master Plan, with direction from the Vice President of Marketing and oversight by the President/CEO and Board of Directors. Strategies and tactics will vary widely. Some may be owned by Visit Fort Worth, while others are led by partners and celebrated by our organization. These solutions may take many different forms, from marketing plans and recommendations to projects requiring management of budgets, logistics and staff.
- Engage partners to identify opportunities and seek guidance related to these activities, working closely with the Partnership Manager.
- Within the Visit Fort Worth staff, work with the President/CEO, Meeting Sales and Convention Services teams as the Destination Master Plan relates to their areas.
- Be involved with community leadership groups as assigned, such as Steer Fort Worth, to be conversant in important issues related to the city's growth and culture.
- Work with consultants engaged with Visit Fort Worth as needed to fulfill the Destination Master Plan.
- Make presentations to staff, partners and community groups as needed or assigned.
- Keep up and be conversant with trends in tourism, travel and destination management.
- Attend industry conferences as assigned.

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Reporting: 30%

- Develop and maintain a public status report for the Destination Master Plan so the community can track progress of our efforts to increase the impact of tourism.
- Develop and maintain an internal priority list of action steps, such as key meetings, deliverables and deadlines.
- Share results with stakeholders, staff and partners as needed.

Staff Activities: 10%

- Contribute to Marketing and Visit Fort Worth activities, such as the annual meeting, National Travel and Tourism Week and other special events requiring broad team support.

POSITION QUALIFICATIONS:

- Education –** Bachelor degree required.
- Experience –** 1-3 years experience in tourism required, including internships with related organizations.
- Special skills –** Strong attention to detail and high level of organization. Ability to prioritize multiple projects in a fast-paced team environment. Service-oriented approach to work.

WORKING CONDITIONS:

The work conditions involve irregular hours subject to varying, unpredictable situations while coordinating multiple projects and priorities. The ability to effectively communicate with internal and external parties is also required. The position requires occasional travel off job site

RESPONSIBILITY FOR THE WORK OF OTHERS:

None

PHYSICAL DEMANDS:

Sitting - Constant
Standing - Frequent
Walking - Frequent
Lifting - Occasional (heavy, 50 lbs.)
Carrying - Occasional (heavy, 50 lbs.)
Pushing - Occasional (heavy, 50 lbs.)
Pulling - Occasional (heavy, 50 lbs.)
Reaching – Frequent
Handling - Frequent
Kneeling - Rare
Stooping - Rare
Crouching - Rare
Bending - Occasional