

McALLEN CHAMBER OF COMMERCE



JOB DESCRIPTION

VP OF CONVENTION AND VISITORS BUREAU

Basic Information

Effective Date:	11/01/2023
Salary Range:	DOQ Salary
Approved By:	President & CEO
Reports To:	President & CEO
Pay Frequency:	Bi-Weekly
Pay Status:	Full Time
Pay Basis:	Salary
Classification:	Exempt/Salary
Department:	Chamber CVB

Job Description

Summary

The Vice President of CVB will oversee the creation and supervision of a budget and strategic plan aimed at promoting tourism and convention activities within the City of McAllen. Additionally, they will be in charge of leading a team of three within their department. The Vice President will hold a vital role within the leadership team of the McAllen Chamber of Commerce, which acts as the city's official destination marketing organization. This position will also involve engaging in collaborative efforts with top-tier attractions and hospitality businesses in the state.

Roles and responsibilities

- Actively participate as a member of the Chamber's leadership team, contributing to the development of tourism and convention strategies aligned with organizational goals.
- Formulate and oversee the annual CVB Plan of Action, along with auxiliary plans and strategies.
- Be responsible for budget development and management for the CVB, amounting to approximately \$1.1 million annually.
- Ensure efficient management of the professional services contract with the city, employing performance tracking, presentations, meetings, and reports.
- Offer support to the Hospitality Task Force by providing necessary staff assistance.
- Cultivate strong and effective relationships with community leaders, public officials, and local hospitality enterprises, including attractions and lodging establishments.
- Lead, manage, and mentor the professional staff of the CVB, promoting a high level of functionality.
- Foster internal collaboration to develop marketing and public relations campaigns, as well as to monitor performance on a weekly, monthly, and quarterly basis.

Additional roles and responsibilities

- Act as a representative for McAllen within local, regional, and state organizations.
- Deliver public presentations to diverse organizations, both professional and civic in nature.
- Engage in active participation and communication with partner boards, committees, and various groups.

Qualifications and skills

- Collaborative: proficient in establishing and nurturing productive working relationships with peers, supervisors, subordinates, and collaborators.
- A proficient problem solver with expertise in generating innovative ideas and optimizing operations.
- Exceptional written and verbal communication abilities.
- Confident and impactful public speaker.
- Proficient in organizing workflow and effectively managing multiple projects.
- Capable of delegating tasks, providing instruction, and mentoring others.
- Adaptable and open-minded.
- Bilingual (English/Spanish) candidate is preferred.

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.
- Location: McAllen, 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.