



TEXAS HERITAGE TRAILS REGIONAL PROGRAM

A Regional Tourism Initiative

TEXAS TROPICAL TRAIL EXECUTIVE DIRECTOR JOB DESCRIPTION

Work Objectives

The Texas Tropical Trail Executive Director's role is critical to building a successful regional heritage tourism program. The executive director is the facilitator for the development, execution and documentation of the heritage trail regional program. The executive director is an advocate, motivator, guide and resource for the communities of the region. In working with local organizations and partner agencies, the executive director strives to enable and empower people, groups and organizations to gain knowledge and skills, assume responsibility and develop and implement ideas for building better heritage tourism destinations and attractions throughout the region.

The executive director is employed by and responsible to the Texas Tropical Trail Region board of directors and reports to the Texas Tropical Trail Region board of directors. The current Board of Directors can assist in the day-to-day activities of the Texas Tropical Trail Region. The Texas Tropical Trail is a 501c3.

The Executive Director is the only office staff.

Synopsis

Over the course of the year, the Executive Director plans and participates in up to 12 Partner Events/Board of Director Meetings across the 20 county region, attends up to two Texas Heritage Trails Program Statewide Meetings at locations out of the region, attends up to four Texas Historical Commission Meetings out of the region, attends Real Places Conference (Austin), represents at trade and travel shows including the Texas State Fair, participates in advocacy that may require travel, and is expected to fulfill the day to day activities required to support the Tropical Trail. The activities of the Executive Director are supported by the Board of Directors and Texas Historical Commission Texas Heritage Trails Program staff.

Major Areas of Responsibilities (in order of priority)

1. Serve as the primary link between the Texas Historical Commission's Community Heritage Development Division and the regional board of directors, heritage tourism sites and partner organizations.
2. Manage all administrative aspects of the regional program including purchasing, record keeping, budget development and accounting, preparing all reports required by the Texas Historical Commission and assisting with preparation of reports to funding agencies.

Administrative aspects include office management such as:

- Organize and coordinate office operations and procedures in order to ensure organizational effectiveness and efficiency
 - File management
 - Proven competencies in software applications and programs, particularly Microsoft Office Suite, Google Workspace, CanvaPro and file management skills.
 - Excellent client service skills and must be responsive. Excellent interpersonal skills, friendly attitude. Must possess personal tact, discretion and good judgment and excellent written and verbal communication skills.
 - Ability to prioritize assignments and workload within limited timeframes; ability to handle a demanding workload with limited direct supervision.
 - Good working knowledge of Windows or Mac.
 - The ability to function under pressure, while managing multiple concurrent projects and deadlines.
 - Good working knowledge of financial documents, competent in interpretation and preparation for CPA.
3. Coordinate and plan virtual, hybrid or in-person Partner Events, regional board meetings, educational workshops and the activity of task forces. Coordinate joint educational and promotional events in order to stimulate visitor traffic to and in the heritage region.
 4. Develop content for, maintain and update regional website and social media channels to highlight regional attractions and events to the region's residents, visitors and program partners.
 5. Assist the Board of Directors and task forces in developing an annual work plan for implementing a regional heritage tourism program focused on five principles: collaboration, community, interpretation, authenticity and preservation.
 6. Develop and conduct ongoing public awareness, education and training programs designed to enhance appreciation of the region's heritage and other unique assets and to foster an understanding of the trail region's goals and objectives.
 7. Assist the Board of Directors in creating a long-term sustainability plan and securing funding from memberships, corporate sponsors and foundations.
 8. Develop and execute marketing plan to promote the region's heritage and cultural amenities.
 9. Participate in the population, content development and maintenance of the Texas Heritage Trails Program website, www.texasimetravel.com, using the CMS.
 10. Organization and management of storage in Kingsville.
 11. Other duties as assigned.

Attributes of a Successful Executive Director

A successful Executive Director MUST:

- Manage the remote office (remote office is defined as a location that is convenient to Executive Director within the 20 county Tropical Trail Region)
- Be a self-starter
- Be a diplomatic and a skilled communicator
- Be an advocate for heritage tourism

- Have an appreciation and understanding of community involvement

Applicant Must:

- Manage the remote office.
- Reside in or relocate within reasonable commuting distance of Kingsville, Texas, site of the Tropical Trail's business services.
- Experience working within a volunteer and/or non-profit organization desirable.
- Have dependable transportation and be willing to travel (including occasional 1–3-night trips). Will be required to travel throughout the 20-county region for site visits, meetings and speaking engagements and outside the region for meetings, trade shows and training in their own vehicle.
- Mileage reimbursement at the current IRS rate will be available for all official trips. Meals and lodging will be reimbursed according to the Texas Tropical Trail Region Personnel Policies.
- Be able to sit and stand for long periods of time; must be able to stoop, squat and lift and carry up to 40 pounds.
- Bi-weekly paychecks will be automatically deposited in the executive director's account.

POSITION AVAILABLE
Texas Tropical Trail Regional Program

Qualifications and Job Functions

Minimum Qualifications – Bachelor's Degree from an accredited college or university required or commensurate experience, with preference in tourism planning/development, marketing, communications, history.

Selected applicant will be required to travel frequently throughout the 20-county region for site visits and speaking engagements and outside the region for training in their own vehicle.

Application Information

- Resumes and cover letters will be accepted through June 7, 2022, or until filled. You must submit at least three professional references with contact information (including phone number), as well as your current Driver's License number and issuing state with your resume.
- Resumes and cover letters, and references should be emailed to:

Email: info@texastropicaltrail.com
Phone: 361-558-0515

- Business services for the regional program are located in Kingsville in Kleberg County TX. (Selected applicant must live within or relocate into the 20-county region within a reasonable commute distance to the business services.)

Salary Range

\$45,000 - \$49,000 annually, depending upon experience. The position is primarily funded by a grant from the Texas Historical Commission (THC). The Texas Heritage Trails Program is now a line item in the THC budget. Additional funding is pursued by the Tropical Trail Region to ensure robust long-term funding sources for the organization.

Regional executive director is an employee of the Texas Tropical Trail Region Board of Directors.

Benefits

- Paid vacation, sick leave and holidays
- Mileage reimbursement at current IRS rate (must furnish own transportation) for authorized business-related travel.
- Monthly medical insurance stipend (\$3,000 annually)
- No insurance or retirement offered

For questions about the THC's Texas Heritage Trails Program (THTP), the umbrella organization for all ten heritage trail regions, contact Teresa Caldwell, THTP State Coordinator at 512 463-5755 or teresa.caldwell@thc.texas.gov .



Texas Tropical Trail

Employment Application

Texas Tropical Trail is an equal opportunity employer. This application will not be used for limiting or excluding any applicant from consideration for employment on a basis prohibited by local, state, or federal law. Should an applicant need reasonable accommodation in the applications process, he or she should a contact a Texas Tropical Trail representative.

Applicant Information

Full Name: _____ Date: _____
Last First M.I.

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Phone: _____ Email _____

Position Applied for: _____

Are you authorized to work in the United States? YES NO

Have you ever worked for this company? YES NO If yes, when? _____

Have you ever been convicted of a felony? YES NO (Note: No application will be denied solely on the grounds of a conviction of a criminal offense.)

If yes, explain: _____

Education

High School: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Diploma: _____

College: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Degree: _____

Other: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Degree: _____

References

Please list three professional references.

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Previous Employment

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary: \$ _____ Ending Salary: \$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary: \$ _____ Ending Salary: \$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary:\$ _____ Ending Salary:\$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Military Service

Branch: _____ From: _____ To: _____

Rank at Discharge: _____ Type of Discharge: _____

If other than honorable, explain: _____

At-Will Employment

The relationship between you and the Texas Tropical Trail is referred to as "employment at will". This means that your employment can be terminated at any time for any reason, with or without cause, with or without notice, by you or the Texas Tropical Trail. No representative of the Texas Tropical Trail has authority to enter into any agreement contrary to the foregoing "employment at will" relationship. You understand that your employment is "at will," and you acknowledge that no oral or written statements or representations regarding your employment can alter your at-will employment status, except for a written statement signed by you and approved by the Tropical Trail Board of Directors.

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release.

Signature: _____ Date: _____