

# TEXAS HERITAGE TRAILS REGIONAL PROGRAM

## *A Regional Tourism Initiative*

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### **TEXAS BRAZOS TRAIL REGION EXECUTIVE DIRECTOR JOB DESCRIPTION**

#### **Work Objectives**

The Texas Brazos Trail Region 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.

#### **Major Areas of Responsibilities**

- 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.
- Assist the Board of Directors, committees and task forces in developing an annual work plan for implementing a regional heritage tourism program based on five principles: collaboration, community, interpretation, authenticity and preservation and focused in three sectors: Organizational Sustainability, Products and Services for Partners, and Products and Services for Travelers.
- Responsible, in conjunction with the regional Board of Directors, for securing funding from partners, corporate sponsors, foundations and other sources to ensure financial sustainability.
- Assist the Board of Directors in securing and maintaining organizational nonprofit status.
- Develop, in conjunction with the regional Board of Directors, heritage tourism development strategies that are based on historic preservation and that utilize the region's historic and cultural resources to enhance economic development.
- 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.
- Serve as the primary link between the Texas Historical Commission and the regional Board of Directors, heritage tourism sites and partner organizations.

## **Specific Areas of Responsibility**

- Coordinate regional board meetings, educational workshops, and other activities, along with and the activity of the committees and/or task forces, ensuring that communication between committees/task forces is well established; assist committees/task forces with implementation of the work plan.
- Use speaking engagements, media interviews and personal appearances to keep the program in the public eye.
- Assist regional heritage attractions with site improvement projects through personal consultation or by referring to professional consultants; provide advice and guidance on necessary planning, organizational and financial mechanisms for improvements.
- Advise regional heritage sites and organizations on the activities and goals of the heritage trail region, and conduct site visits to heritage tourism destinations.
- Help coordinate joint educational and promotional events in order to educate partners and stimulate visitorship to the region, and market the region to residents, visitors and program partners.
- Work closely with local and regional media to ensure maximum coverage of promotional activities and program progress.
- Help build strong and productive partnerships with appropriate public agencies, civic organizations, business owners, and other interested partners at the local, state and national levels.
- Assist with the identification of regional heritage tourism attractions that have the potential for tourism development.
- Serve as the advocacy coordinator for regional heritage tourism efforts.
- Develop e-newsletter and blogs, and maintain and enhance the region's website to highlight regional attractions and events to trail region.
- Develop and maintain a robust regional social media presence across multiple social media platforms including, but not limited to, Facebook, Instagram and Twitter.

## **Attributes of a Successful Executive Director**

A successful Executive Director MUST:

- Be a strong advocate for heritage tourism
- Have a sense of entrepreneurship and a be a self-starter
- Be diplomatic and a skilled communicator
- Have an appreciation and understanding of community involvement
- Be success oriented and a motivator
- Have knowledge of historic preservation
- Be personable, persevering and patient

## POSITION AVAILABLE

### Regional Executive Director Texas BRAZOS Trail Regional Program

#### Qualifications and Job Functions

Minimum Qualifications – Two years professional experience in a relevant field, in addition to:

- Bachelor's Degree from an accredited college or university required, with preference in tourism planning/development, marketing, communications or history
- Five years commensurate experience can substitute for degree
- Fundraising experience required
- Experience working with a nonprofit organization preferred
- Historic preservation experience receives additional consideration.  
(See attached for description.)

Selected applicant will be required to travel extensively throughout the 18-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 October 31, 2017 or until filled. You must submit at least three references with contact information, as well as your current Driver's License number and issuing state with your resume.
- Resumes and cover letters should be e-mailed to:  
Coleman Hampton, President  
Texas Brazos Trail Region  
email: [brazostrailapply@gmail.com](mailto:brazostrailapply@gmail.com)  
phone: 254.424.8658
- Office location for the regional program will be at the selected candidate's home office. Selected applicant **must live within or relocate into the 18-county Brazos Trail Region** before taking the position.

#### Salary Range

**\$35,000 - \$45,000** annually depending upon experience. The current status is that the position is primarily funded by a grant from the Texas Historical Commission through August 31, 2019. Additional funding is anticipated, but not secured at this time. Region will actively pursue funding from other sources, but there are no guarantees of employment beyond grant period. **Regional executive director is an employee of the Texas Brazos Trail Region Board of Directors.**

#### Benefits

- Insurance stipend (\$350 per month)
- Paid time off and Federal holidays
- Travel and mileage reimbursement (must furnish own transportation)

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](mailto:teresa.caldwell@thc.texas.gov).