



About the Texas Travel Industry Association

Our umbrella organization includes hundreds of diverse members including destinations, accommodations, attractions, transportation and support businesses. Our mission is to improve the quality of life in Texas by strengthening travel and tourism through advocacy, communication, engagement and value. Our efficient, experienced and effective staff of 7 full time employees and additional contract support handle our legislative agenda, membership/board development and support, educational and advocacy events as well as other valued added efforts. While each of us have our own areas of responsibility and experience we conduct or work through a cohesive, inclusive, appropriately disciplined approach to all efforts.

Position Summary

- Communications Strategy, Vision and Leadership
- Develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of the Texas travel industry and strengthen TTIA's brand identity across key stakeholder audiences
- Create a brand/marketing/public relations strategy that will allow TTIA executive and board leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media, public officials and key influencers
- Manage and improve TTIA's, the What I Like About Texas (#WILAT) campaign, Texas Commercial Airport's Association (TCAA) and communications platforms including but not limited to, website, social media, presentations, newsletters and print collateral
- Identify challenges and emerging issues faced by the sector and organization. Work with the board and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
- Implement Media relations & strategies
- Work with staff on member communications
- Create press releases, briefings and other communications materials to pitch to media outlets.
- Develop speeches and impactful narratives for TTIA executives and issues
- Drive revenue through current and new member Co-op marketing programs
- To perform ad hoc duties as required

Knowledge, Skills and Abilities

- A good knowledge of marketing, administration, planning, budgeting, and relationship management skills and techniques
- Able to establish and maintain effective working relationships with other staff, members and media contacts
- Proven track record building media strategies
- Be able to effectively pitch industry story ideas to media
- Strong project management and organizational skill
- Excellent written and oral communication skills
- Willing to execute day-to-day tasks and work independently
- Good entrepreneurial work ethic and a desire to "get the job done"
- Ability to prioritize and follow through effectively

JOB POSTING: COMMUNICATIONS DIRECTOR

Relevant Experience & Education

- Bachelor's Degree
- 5+ years' experience in a communications role
- Experience managing and executing across several communications media
- Strong written communication skills, required
- Experience with Microsoft Office Suite, required

Disposition

Applicant will need to:

- Exhibit a balanced behavior of fun, professionalism and respect
- Be assertive, objective and innovative
- Be flexible and easily adaptable to change

Other

- Position located at the TTIA Offices in Austin
- Able to travel
- Able to attend events and other off-site functions
- Able to work some nights, weekends and holidays

Compensation

- \$75,000 annually
- Health care benefits including medical, dental & vision
- 401K Plan
- Paid Time Off and Holidays

Please apply by emailing your resume to: ddeckert@ttia.org