



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

- To implement the membership development plan, manage departmental resources and set workflow priorities
- To report at departmental progress meetings and circulate progress reports on activity against targets e.g. growth projections, campaign effectiveness, response timescales for membership inquiries, etc.
- To anticipate problems and adjust the allocation of resources accordingly
- To contribute to the membership development plan
- Member recruitment and retention, outreach, events and campaigns
- To interpret membership recruitment and retention statistics and review member research and make recommendations
- General marketing activity
- To offer ideas for improvement or change in all operational areas
- To assist in managing member communications including responding to member queries and the production and inventory of membership and marketing material e.g. letters, newsletters, e-bulletins and brochures
- To perform and maintain event registrations and recruitment to events
- To maintain accurate membership records and marketing databases
- To perform and maintain invoicing and accounts receivables
- To perform ad hoc duties as required

Key Success Areas

- Maintain a high level of member satisfaction with incoming and outgoing communications
- Maintain accurate membership records and marketing databases
- Effective daily allocation of department resources
- Maintain a high level of departmental motivation.

Knowledge, Skills and Abilities

- A good knowledge of marketing, administration, planning, budgeting, and member relationship management skills and techniques
- Able to establish and maintain effective working relationships with other staff and members
- Strong project management and organizational skill
- Computer proficient in standard MS Office software, QuickBooks software proficiency a plus and able to easily learn membership software programming
- Knowledge of basic accounting principles and procedures
- Good written and oral communication skills

Relevant Experience & Education

- Two or more years of travel industry experience, preferably with a membership organization
- College degree or equivalent experience

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

- \$55,000 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