

City of Lockhart, Texas

JOB DESCRIPTION

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Downtown and Tourism Director

Department: **Downtown and Tourism**

Pay Grade: **113**

FLSA Status: **Exempt**

JOB SUMMARY

The Downtown and Tourism Director is responsible for developing and implementing strategies, programs, and policies that promote responsible tourism, cultural arts, downtown revitalization, place-making, and destination branding, while effectively managing tourism impacts and stimulating economic development throughout the community. This position is intended to strengthen coordination of Lockhart's tourism, downtown development, and visitor engagement efforts by centralizing program management and expanding tourism-related partnerships and marketing initiatives.

The Director coordinates marketing, events, hospitality partnerships, visitor information services, downtown business engagement, and community outreach to increase tourism activity, enhance the vitality of the historic downtown, and strengthen Lockhart's position as a regional destination built on its cultural events, historic downtown, and barbecue heritage. The Director is an employee of the City of Lockhart and reports to the City Manager.

ESSENTIAL JOB FUNCTIONS

- Oversees day-to-day operations of the department.
- Responsible for the selection, orientation, motivation and evaluation of department personnel and volunteers, consistent with City personnel policies.
- Develops and implements comprehensive action plans aligned with City Council direction, adopted strategic plans, and approved budgets, adjusting programs as needed in response to market conditions or community needs.
- Develops and implements marketing and branding strategies to promote the City of Lockhart as a visitor destination, increase leisure and business travel, and attract conventions, meetings, sporting events, and other tourism-related activities.
- Administers programs promoting Lockhart as a destination through marketing, events, hospitality partnerships, and visitor information services.
- Oversees the operation of a Visitor Center as the central hub for tourism outreach and community engagement, including coordination of programming and visitor services.

- Manages tourism-related programs, including visitor information centers, websites, social media, publications, and digital platforms, ensuring consistent messaging and brand standards.
- Collaborates with hotels, restaurants, retail businesses, cultural institutions, arts organizations, event venues, downtown merchants, property owners, and partner organizations to strengthen the hospitality industry and downtown vibrancy.
- Coordinates closely with the Economic Development Department, Lockhart Economic Development Corporation (LEDC), and other City departments on tourism initiatives, downtown projects, event planning, and community programs.
- Facilitates and coordinates special activity permits, temporary use permits, and related approvals for festivals, special events, and downtown activities in collaboration with event organizers, local businesses, and applicable City departments.
- Coordinates and reviews film permit applications, including requests from film, television, and commercial productions, and serves as the primary point of contact between production entities, local businesses, property owners, and City departments to support filming activities within the community.
- Recommends to City management and City Council appropriate tourism- and downtown-related capital projects, events, partnerships, and policy initiatives.
- Pursues and administers grants, sponsorships, partnerships, donations, and other legally available funding sources to leverage City resources.
- Administers and expends Hotel Occupancy Tax (HOT) revenues and other eligible funds in compliance with Texas Tax Code Chapter 351, consistent with appropriations recommended by the HOT Advisory Board and approved by City Council.
- Oversees the City's Hotel Occupancy Tax registration, reporting, and remittance process; identifies delinquencies; and coordinates enforcement actions in accordance with City procedures and state law.
- Prepares and presents an annual Hotel Occupancy Tax financial and performance report to City Council.
- Responsible for development and administration of the department's annual budget and work plan, ensuring goals and objectives are met within approved funding levels.
- Maintains records of programs, expenditures, contracts, and performance measures in compliance with the Texas Public Information Act and City policy.
- Serves as staff liaison to the Tourism Advisory Board, including posting notices, preparing agendas and supporting materials, attending meetings, maintaining minutes, and supporting the Board's annual reporting requirements.
- Prepares and analyzes staff reports, agenda items, and presentation materials; makes verbal and written presentations to City Council, boards and commissions, community organizations, hospitality partners, and the general public.
- Produces professional communications such as brochures, websites, videos, press releases, articles, and advertising content.
- Performs other related duties as assigned

QUALIFICATIONS

Education and Experience:

Requires a Bachelor's degree in business administration, public administration, tourism, hospitality management, marketing, communications, or a related field, and five (5) years of progressively responsible experience in tourism management, downtown development, economic development, marketing, or municipal administration, or an equivalent combination of education and experience.

Experience working with municipal boards, commissions, advisory boards, or Hotel Occupancy Tax programs is preferred.

Licenses or Certifications:

- Certified Tourism Executive (CTE) or Certified Destination Management Executive (CDME) preferred.

Special Requirements:

- Possess Texas Driver's license and good driving record.
- Ability to maintain regular, reliable in-person attendance.
- Ability to attend evening and weekend meetings, events, and activities as required.

Knowledge, Skills and Abilities:

- Knowledge of economic development principles, downtown revitalization practices, and tourism management in a municipal setting.
- Knowledge of grant writing, administration, and compliance requirements.
- Knowledge of public relations, branding, and destination marketing.
- Skill in communicating effectively, both verbally and in writing.
- Skill in compiling, analyzing, and presenting data and performance metrics.
- Skill in negotiations, partnership development, and stakeholder engagement.
- Skill in facilitating meetings, workshops, and public engagement efforts.
- Skill in desktop publishing and digital content management.
- Ability to create and deliver professional presentations.
- Ability to effectively interact with media representatives.
- Ability to develop creative and strategic approaches to meet goals.
- Ability to develop consensus and foster collaboration between diverse stakeholders.
- Ability to supervise, evaluate, and motivate staff and volunteers.
- Ability to maintain effective working relationships with City staff, elected officials, business owners, partner organizations, and the general public.
- Ability to maintain confidentiality and exercise sound professional judgment.

PHYSICAL DEMANDS

The work is sedentary which requires exerting up to 20 pounds of force occasionally and/or negligible amount of force frequently. Additionally, the following additional physical abilities are required (Demand Code: C=Continuously, F= Frequently, O=Occasionally, R=Rarely):

C	• Handling: Picking, holding, or otherwise working, primarily with the whole hand.
C	• Hearing 1: Perceiving the nature of sounds at normal speaking levels with or without correction; receiving detailed information through oral communication; and making the discrimination in sound.
R	• Kneeling: Bending legs at knee to come to a rest on knee or knees.
O	• Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position, occurring to a considerable degree; requiring substantial use of upper extremities and back muscles.
F	• Manual Dexterity: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
C	• Mental Acuity: Making rational decisions through sound logic and deductive processes.
O	• Pulling: Using upper extremities to exert force in order to draw, haul, or tug objects in a sustained motion.
O	• Pushing: Using upper extremities to press against something with steady force in order to thrust forward, downward, or outward.
F	• Reaching: Extending hand(s) and arm(s) in any direction.
O	• Repetitive Motion: Substantially moving the wrist, hands, and/or fingers.
C	• Speaking: Expressing or exchanging ideas by means of the spoken word including the ability to convey detailed or important spoken instructions to others accurately and concisely.
F	• Standing: Being erect particularly for sustained periods of time.
F	• Talking 1: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other co-workers accurately, loudly, or quickly.
C	• Visual Acuity 1: Having close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or reading extensively.
F	• Walking: Moving about on foot to accomplish tasks, particularly for long distances, or moving from one work site to another.

WORK ENVIRONMENT

Work is performed in a relatively safe and secure work environment and inside a climate-controlled building with occasional travel outside to other facilities or events.

The City of Lockhart has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Employee Signature

Date

Supervisor (or HR) Signature

Date