

Texas Historical Commission

Job Vacancy Notice

Position Title:	Heritage Tourism Program Development Specialist
Classification Title:	Program Specialist III
Job Posting Number:	21-12
Salary:	\$4,200.00-\$4,900.00/month
Salary Group/Class#:	B19/1572
FLSA:	Exempt
Opening Date:	11/05/2020
Closing Date:	Until filled
Duration:	Regular, Full-time
Hours/Week:	40
Work Location Address:	1304 Colorado, Austin, Texas 78701

JOB OBJECTIVE: Work as a part of a team and under the lead of the Heritage Tourism Program Coordinator (HTPC) to develop and promote tourism to heritage sites across the state as a means of preservation and economic development, and to provide technical assistance in the development of regional heritage tourism programs. Assist the team in implementing the goals and strategies of the 2020-2025 Heritage Tourism Strategic Plan. Assist the team on the following initiatives: to produce, update or expand print and digital cultural travel guides on heritage sites of Texas; community tourism workshops; and create enhanced digital content and location-based interpretation related to significant historical Texas locations and themes. Assist with planning, implementation and administration of contracts for heritage tourism product development. Assist in the administration and updating of heritage tourism digital products. Working in conjunction with the nationally acclaimed Texas Heritage Trails Program (THTP), utilize print and digital media to interpret and package the state's history and places for travelers. Develop methods of promoting the tourism-related Texas Treasure Business Award winners. Work under general supervision of the HTPC with moderate limited latitude for use of initiative and independent judgment.

ESSENTIAL DUTIES:

Training, Education, and Outreach

1. Develop heritage tourism materials in print, for agency web site and other digital media.
2. Assist with planning, developing, and delivering workshops/training/educational programs on heritage tourism.
3. Work with other heritage tourism staff to implement methods to increase statewide awareness and appreciation of the heritage tourism potential of existing agency programs and initiatives.
4. Conduct strategic planning on-site in heritage regions and provide training and technical assistance to THTP regional organizations, if requested.
5. Provide fundraising, organizational and nonprofit development and management assistance to THTP regional organizations, if requested.
6. Maintain effective and productive relationships with THTP regional executive directors and community leaders.
7. Serve as representative of the agency by speaking publicly and providing presentations to communities and at various conferences as necessary.
8. Participate in periodic conference calls and statewide THTP meetings.
9. Implement heritage tourism-related goals from the agency's statewide plan.
10. Assist other agency and CHD programs such as Main Street and the Real Places Conference with heritage tourism issues as necessary.

Heritage Tourism Product Development

11. Assist in the administration and updating of digital heritage tourism products.

12. Assist with planning, implementation and administration of contracts for heritage tourism product development.
13. Working under the HTPC, assess the need for new heritage tourism products, develop and implement an RFP contracting processes, implement new products, evaluate and potentially revise existing products, and evaluate the success of each program to ensure continued buy-in and commitment from the team and that the desired program goals and anticipated outcomes are accomplished.
14. Collaborate with the HTPC and the Communications Division to prioritize and implement updates to the Texas Time Travel suite of websites.
15. Collaborate with the HTPC and the Historic Sites Division to develop a plan to integrate activities of the THC's State Historic Sites into the overall heritage tourism program.
16. Implement heritage tourism product development goals from the agency's statewide plan.
17. Collaborate with the HTPC and other THC Divisions to identify, interpret, and promote statewide heritage tourism assets such as courthouses, ethnic groups, trails, and historic highways using popular themes and quality interpretation.
18. Collaborate with the HTPC and the Communications Division to develop digital content strategy and guidelines for ongoing use and development and maintenance of content.

Texas Treasure Business Award

19. Maintain accurate and up-to-date records on all tourism-related awardees and collaborate with the Communications Division to ensure the accuracy of all online materials.
20. Work with the THTP Executive Directors to provide tourism businesses with all supporting documents and materials to aid them during the nomination and award processes, and in post-award marketing of their business.
21. Develop short, interesting content for print and digital publication on awarded tourism businesses and make recommendations on other methods for promoting these businesses.
22. Provide and/or solicit photos from award ceremonies that can be used to further market the program.

Preservation and Heritage Tourism Issues, Knowledge and Expertise

23. Pursue knowledge of preservation and heritage tourism issues, techniques, and trends for their potential impact on communities the division serves.
24. Provide heritage tourism expertise and serve on agency committees, as directed.
25. Research facts and analyze a situation before making recommendations.
26. Exhibit enthusiasm and passion for historic preservation and heritage tourism principles encouraging a high standard of excellence in communities the division serves.
27. Demonstrate excellent facilitation skills in implementing program responsibilities.
28. Utilize experience in non-profit development and management when implementing program responsibilities.

NON-ESSENTIAL DUTIES:

29. Perform other duties as assigned.

QUALIFICATIONS/REQUIREMENTS (The application must specifically state how each of the following qualifications are met):

- Graduation from an accredited college or university with major course work in museum studies, tourism, history or heritage, site/asset interpretation, communications, economic development or a closely-related field; (five years of full time, relevant work experience closely related to the essential duties may substitute for the specialized degree requirement);
- Work experience in tourism and/or heritage tourism, historic preservation, interpretation of historical preservation interpretation of historical or tourism sites, visitor experience development;
- Valid driver's license, acceptable driving record and ability to drive a state vehicle; and
- Required to travel up to 20% of the work period.

PREFER:

- Minimum three years' full-time work experience in tourism and/or heritage tourism, historic preservation, interpretation of historical or tourism sites, or visitor experience development; and
- Work experience in nonprofit development and management.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of heritage tourism and historic preservation;
- Excellent interpersonal and relationship-building skills;
- Ability to plan, organize and work independently, as well as within a team environment;
- Ability to train others;
- Effective facilitation and presentation skills;
- Ability to perform research, plan and organize projects;
- Ability to analyze problems, evaluate alternatives and recommend effective solutions;
- Ability to gather, assemble, correlate, and analyze historical information into core story content;
- Effective verbal and written communication, human relations and organizational skills;
- Effective critical thinking skills;
- Skill in providing excellent customer service to both internal and external customers;
- Skill in operating a personal computer with word processing, database and spreadsheet software;
- Ability to process information in a logical manner and to assess validity;
- Ability to work in a setting requiring self-motivation/cooperative decision-making and to work effectively with diverse groups of people;
- Ability to work effectively under pressure and meet strict deadlines while maintaining extreme attention to detail;
- Ability to multi-task in a fast-paced environment;
- Ability to adapt successfully and quickly to change and deliver quality results in a timely manner;
- Ability to exercise sound judgment and discretion;
- Ability to maintain the highest level of confidentiality;
- Ability to adhere to established work schedule with regular attendance; and
- Ability to follow all THC safety guidelines/procedures and ethics requirements.

REGISTRATION, CERTIFICATION, OR LICENSURE:

Must have or obtain a valid Driver's License and Defensive Driving Course to be able to operate state vehicles.

ENVIRONMENT/PHYSICAL CONDITIONS: This position is housed in a historic building near the state capitol in Austin and may have exposure to dust and environmental allergens consistent with normal business activities and human contact. Mostly sedentary in nature but may involve walking; standing; pulling and pushing; kneeling, stooping and bending; performing tasks requiring fine motor skills and coordination; and safely lifting and carrying items weighing up to 30 pounds. Applicants must be willing to travel, and overnight travel is often required. This position attends and sometimes presents at conferences, meetings and workshops, requiring evening and weekend work hours. Travel typically requires driving, although some air travel is also expected.

REMARKS (Application procedures, Special requirements): State of Texas application must be submitted through the Work In Texas website at www.workintexas.com. You must have a Work In Texas profile in order to login and complete the application. If you have questions regarding the application process, please contact your local Work in Texas office. Only applicants interviewed will be notified of their selection or non-selection. Resumes will NOT be accepted in place of a completed application.

The Texas Historical Commission is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, national origin, genetic information, age or disability in recruitment, selection, appointment, training, promotion, retention or any other personnel action or deny any benefits or participation in programs or activities which it sponsors.

Section 651.005 of the Government Code requires males, ages 18 through 25, to provide proof of their Selective Service registration or of their exemption from the requirement as a condition of state employment.

As part of the employment process, THC will conduct a driving and criminal background check. Unsatisfactory information relevant to the position may disqualify the applicant from employment.

Disability access for testing and interview accommodations can be provided upon reasonable notice by contacting Human Resources at 512-305-6729.

THC participates in E-Verify and will provide the Social Security Administration and, if necessary, the Department of Homeland Security with information from each new employee's Form I-9 to confirm work authorization.

Additional Military Crosswalk information can be accessed at:

http://www.hr.sao.state.tx.us/Compensation/MilitaryCrosswalk/MOSC_ProgramManagement.pdf

Veterans: Go to www.texaskillstowork.com for assistance with translating your military work experience and training courses into civilian job terms, qualifications/requirements and skill sets.

For New Hires/Rehires: Health insurance is available the 1st of the following month after a 60-day waiting period.

**AN EQUAL OPPORTUNITY
AFFIRMATIVE ACTION EMPLOYER**