Texas Historical Commission
Job Vacancy Notice
(Effective date of this position is September 1, 2023)

Position Title: Director of Earned Revenue, Historic Sites Division
Classification Title: Manager V
Job Posting Number: 23-94R
Salary: $7,200.00-$8,300.00/Month
Salary Group/Class#: B26/1604
FLSA: Exempt
Opening Date: 07/05/2023
Closing Date: Until filled
Duration: Regular, Full-time
Hours/Week: 40
Work Location Address: Historic Sites Division, 208 East 10th St., Austin, Texas 78701

JOB OBJECTIVE: The Historic Sites Director of Earned Revenue is a new role that will oversee several earned revenues network-wide, from retail, food services, special events, programming promotion, and facility rental activities. The role will be responsible for centralizing earned revenue functions and developing business plans to generate growth strategies for existing and emerging opportunities for more than 38 Historic Sites of the Texas Historical Commission (THC).

The Director will support earned revenue growth and launch business initiatives with retail staff, site managers, and contracted partner organizations as needed exploring licensing and copyright issues. Secondarily, lead the strategy to enhance overnight accommodation at sites with RV parks, inns, boat slips, and room rentals, sites with conference centers, and food service entities. The Director of Earned Revenue will guide procedures for product development strategy, brand alignment, messaging, and visual merchandising in-store and online. This role will build new business opportunities through contractual partnerships, licensing, and other revenue channels.

The Director reports to the Assistant Deputy Executive Director of Historic Sites and oversees a team of three full-time professionals across the state, including a regional development manager, a product developer, and an office manager. The Director serves as both a strategic advisor and a key collaborator with Historic Sites staff and Communication Division. The Director will manage multiple revenue lines, which requires working closely with the Site staff that supports each line and will be an inter-division ally with those responsible for finance and purchasing, Information Technology (IT), communications, and marketing. A team leader and team player, the Director will set a cohesive, innovative, and cross-collaborative strategy on a holistic level across all earned revenue channels.

ESSENTIAL DUTIES:
1. Strategic Planning and Business Development
2. Develop growth strategies, revenue projections, business, marketing, and operational plans for retail business operations to promote customer growth and sales.
3. Manage day-to-day statewide earned revenue programs and execute new business opportunities, including partnerships and new distribution channels.
4. Oversee earned revenue public engagement efforts from a strategic business and cultural institution perspective, strengthening public audience earned revenue initiatives.
5. Create work plans, pricing estimates, and risk assessments for potential engagements.
6. Assist staff in aligning product development to focus more on the interpretive missions and collections to balance the number of signature items, souvenirs, and novelties in inventory.
7. Provide continuity across earned revenue groups by analyzing earned revenue data, driving higher-level planning, and supporting the goals of earned revenue channels.

8. Coordinate and build marketing, sales, and growth strategies for each earned revenue area.

9. Marketing and Promotions
10. Work closely with the THC’s marketing and communications teams to develop full-year marketing and promotion plans for all revenue areas.

11. Revenue Forecasting
12. Advise on new business growth strategy, existing customer base expansion, sales incentives, and segmentation with an aim to reach data-driven resolutions.

13. Nurture proposed and potential new revenue streams that align with organizational priorities.

14. Identify areas of market opportunity and gaps to prioritize customer segments.

15. Conduct sales analysis to help sales reach the target and scale.

16. Assist in all facets of earned revenue planning.

17. Review sales compensation models and manage sales quotas, ensuring plans are aligned with the philosophy and goals of the organization.

18. Performance Analytics
19. Establish policies and procedures to provide insights and analytics along with tactical guidance with the goal of increasing revenue.

20. Assess Key Performance Indicators (KPIs); track progress for earned revenue areas.

21. Collaborate with the inter- and intra-division teams to create a KPI dashboard and sales trends.

22. Support weekly and monthly reporting and forecasting for revenue, identifying significant changes and trends that will materially impact the Division’s growth trajectory.

23. Consistently collect feedback from Site staff for quality control and product curation.

24. Assist staff in planning proportional and marketing plans to grow visitation and public engagement.

25. Analysis of visitation data and assist staff in business planning.

26. Staff/Team Management
27. Manage and coach staff on best practices for customer service, open-to-buy, product development, sales and marketing, visual merchandising, promotion, and marketing initiatives, and more.

28. Team leader who inspires confidence, trust, and collaboration.

29. Oversee recruiting, hiring, training, and staff performance evaluation.

30. Present division updates by PowerPoint at quarterly meetings of the commission and committee meetings, as necessary.

31. Adhere to an established work schedule with regular attendance.

32. Follow all THC safety guidelines/procedures and ethics requirements.

NON-ESSENTIAL DUTIES:
33. Perform other duties as assigned.

QUALIFICATIONS/REQUIREMENTS (The application must specifically state how each of the following qualifications are met):
- Graduation from an accredited four-year college or university with a degree in business, marketing, history, museum studies, or closely related field, or equivalent industry experience;
- Minimum seven years’ work experience overseeing earned revenue programs to include demonstrated success in business development, marketing and promotions, revenue forecasting, performance analytics, and e-commerce systems;
- Work experience in supervising or leading a team to successfully achieve program results, including experience establishing organizational and employee goals and expectations;
- Experience making public presentations and demonstrating an ability to collaborate with people at all levels of professional expertise in the agency’s programs;
• Proven track record in Profit and Loss development;
• Valid driver’s license, acceptable driving record, and ability to drive a state vehicle; and
• Required to travel up to 40% of the work period.

PREFER:
• Minimum ten years’ work experience overseeing earned revenue programs to include demonstrated success in business development, marketing and promotions, revenue forecasting, performance analytics, and e-commerce systems;
• Strong experience in every phase of earned revenue across several lines, from ideation to operation to refinement and expansion;
• Demonstrated success in supervisory experience and team building;
• Extensive experience strategizing and collaborating with marketing, IT, and finance colleagues;
• Experience with administrative best practices, including Human Resources, procurement, and project management; and/or
• Relevant work experience with a government agency, cultural institution, and/or nonprofit sector is a plus.

KNOWLEDGE, SKILLS, AND ABILITIES:
• Effective verbal and written communication, human relations, and organizational skills;
• Effective critical thinking skills;
• Strong business acumen and skillset, including data analysis, marketing, and KPI/financial metric creation and tracking;
• Skill in providing customer service excellence to both internal and external customers;
• Skill in operating a personal computer with word processing, database, and spreadsheet software;
• Ability to build upon an existing foundation and envision and implement creative, new business opportunities;
• Ability to conduct multiple programs in a day’s time, with long periods of standing and walking;
• Ability to analyze problems, evaluate alternatives, and recommend effective solutions;
• 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 and communicate effectively with diverse groups of people;
• Ability to work effectively under pressure and meet strict deadlines while maintaining attention to detail;
• Ability to multi-task in a fast-paced environment;
• Ability to maintain flexibility and work with frequent interruptions and changing priorities;
• Ability to work as a member of a team;
• Ability to adapt successfully and quickly to change and deliver quality results in a timely manner;
• Ability to plan, organize and work independently, as well as within a team environment;
• Ability to exercise sound judgment and discretion;
• Ability to maintain the highest level of confidentiality.

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: The workplace setting is primarily in an office and secondarily at historic sites where stores and facilities are operating. This employee occasionally works irregular hours other than 8:00 a.m. to 5:00 p.m. Position may be active in nature and will 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. Must be able to work extended periods at a computer. Occasional travel with an overnight stay.

REMARKS (Application procedures, Special requirements): State of Texas application must be submitted through the CAPPs website. 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 the 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 their exemption from the requirement as a condition of state employment.

THC will conduct a driving and criminal background check as part of the employment process. 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:

https://hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC_ProgramManagement.pdf

Veterans: Go to www.texasskillstowork.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