

TEXAS HISTORICAL COMMISSION

TEXAS HERITAGE TRAILS REGIONAL PROGRAM *A Regional Tourism Initiative*

TEXAS PECOS TRAIL REGIONAL COORDINATOR JOB DESCRIPTION

Work Objectives

The Texas Pecos Trail Regional Coordinator's role is critical to building a successful regional heritage tourism program. The regional coordinator is the facilitator for the development, execution and documentation of the heritage trail regional program. The regional coordinator is an advocate, motivator, guide and resource for the communities of the region. In working with local organizations and partner agencies, the regional coordinator strives to enable and empower people, groups and organizations to gain knowledge and skills, assume responsibility and develop and implement ideas for building better heritage tourism destinations and attractions throughout the heritage region.

Major Areas of Responsibility

- In conjunction with the regional Board of Directors, use heritage tourism and historic preservation to leverage economic development.
- Assist the Board of Directors and task forces in developing an annual work plan focused on five principles: preservation, authenticity, interpretation, community and collaboration.
- Assist in the development and help conduct educational and training programs and workshops designed to enhance appreciation of the region's heritage and other unique assets and to foster an understanding of the heritage region's goals and objectives.
- Provide administration and clerical support for the regional program including purchasing, record keeping, budget development and accounting, preparing all reports required by the Texas Historical Commission and assisting with preparation of reports to funding agencies.
- Serve as the communications hub of the region enabling the regional web site to become the gateway to heritage tourism and nature tourism sites and local events throughout the region.

Essential Skills/Functions (in order of priority)

- 1) Maintain and update the regional web site to highlight regional attractions and events to the region's residents, visitors and program partners.
- 2) Use speaking engagements, media interviews and personal appearances to keep the program in the public eye. Help build strong and productive partnerships with appropriate public agencies and civic organizations at the local level.

Texas Historical Commission
P.O. Box 12276
Austin, TX 78711-2276
512.463.6100
fax 512.475.4872
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- 3) Coordinate, plan, and assist in presentations at regional board meetings, educational workshops and the activity of the task forces. Coordinate joint educational and promotional events in order to stimulate visitorship to the heritage region.
- 4) Assist the Board of Directors in securing funding from partners, corporate sponsors and foundations.
- 5) Serve as the primary link between the Texas Historical Commission and the regional Board of Directors, heritage tourism sites and partner organizations ensuring that communication between task forces is well established; assist task forces with implementation of the work plan.

Other job responsibilities

- Advise regional heritage sites and organizations on the activities and goals of the heritage region and assist regional heritage attractions with site improvement projects by referring to other organizations and/or professional consultants.
- Serve as the advocacy coordinator for regional heritage tourism efforts and assist with the identification of regional heritage tourism attractions that have the potential for tourism development.

Attributes of a Successful Regional Coordinator

A successful Regional Coordinator MUST:

- Be motivated and skilled in maintaining the regional web site
- Have a sense of entrepreneurship and be a self-starter
- Be diplomatic and a skilled communicator
- Be a strong advocate for heritage tourism
- Have an appreciation and understanding of community involvement
- Be success oriented and a motivator
- Have knowledge of historic preservation
- Be personable, persevering and patient
- Love to travel within and outside of the 22-county Pecos Trail Region
- Be available to travel on weekends and evenings when necessary

Miscellaneous

- Must reside within or relocate into one of the 22 counties in the Texas Pecos Trail Region (within a reasonable commute distance to the regional office located in Sonora, TX in Sutton County).
- Must maintain a presence at and work out of the regional office.
- Must have dependable transportation and be willing to travel. Will be required to travel extensively throughout the 22-county region for site visits and speaking engagements and outside the region for training and trade shows in their own vehicle.
- Must be able to sit and stand for long periods of time; must be able to stoop, squat and lift and carry up to 40 pounds.
- Must possess excellent computer skills, including Microsoft Office –Word, Excel, and PowerPoint, as well as the ability to maintain and update the regional web site.
- Must understand the concept of working for a nonprofit Board of Directors.

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POSITION AVAILABLE

Regional Coordinator

Texas Pecos Trail Regional Program

Qualifications and Job Functions

Minimum Qualifications – Graduation from an accredited four-year college or university with major course work in tourism planning/development, marketing/communications, public relations, history, or related fields is preferred. Historic preservation and heritage tourism experience receives additional consideration. (See attached for description.)

Selected applicant must be able to sit and stand for long periods of time; must be able to stoop, squat and lift and carry up to 40 pounds. Selected applicant must possess excellent computer skills, including Microsoft Office – Word, Excel, and PowerPoint, as well as the ability to maintain and update the regional web site.

Selected applicant **will be required to travel extensively** throughout the 22-county region for site visits and speaking engagements and outside the region for training and trade shows in their own vehicle.

Application Information

- Resumes and cover letters will be accepted through **October 12, 2009** or until filled. You must submit at least three references with contact information, and current Driver's License number with issuing state with your resume.

- Resumes and cover letters should be mailed, hand delivered or e-mailed to:

Teresa Caldwell, Assistant State Coordinator
Texas Heritage Tourism Program
Texas Historical Commission
P O Box 12276 (1304 Colorado Street)
Austin, TX 78711 (78701)
email: teresa.caldwell@thc.state.tx.us
phone: 512/463-5755

- Office location for the regional program is in Sonora, TX in Sutton County. (Selected applicant must live within or relocate into the 22-county region within a reasonable commute distance to the office.)

Salary Range

\$35,000 - \$37,000 annually depending upon education and experience. The current status is that the position is funded by a grant from the Texas Historical Commission through August 31, 2013. Additional funding is anticipated, but not secured at this time. No guarantees of employment beyond grant period. Regional coordinator is an employee of the Texas Pecos Trail Region Board of Directors.

Benefits

- Insurance (health, life, long and short-term disability and dental) and retirement
- Paid vacation, sick leave and holidays
- Mileage reimbursement (must furnish own reliable transportation)

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