

VICE PRESIDENT OF MARKETING & COMMUNICATIONS

Visit Fort Worth | Fort Worth, TX





Fort Worth

— The Unexpected City —

Fort Worth is the 12th-largest city in the United States, known for Texas hospitality, nationally recognized hotels, billions in development underway and rapidly growing attractions. The historic western Stockyards featuring the world's only twice-daily cattle drive, the world's largest honky-tonk and the Michelin-recognized Hotel Drover. A connected downtown with the 37-block Sundance Square entertainment district. Five stunning museums of the Cultural District, the Botanic Garden, and nearby Fort Worth Zoo. Dickies Arena is ranked No. 1 in the world in its class for ticket sales and revenue.

[Attractions](#) [Events](#) [Food & Drink](#) [Nightlife](#) [Outdoor Recreation](#) [Shopping](#) [Tours](#) [Western Experience](#)

Neighborhoods & Districts

In every neighborhood, find the unique characteristics that shape the Unexpected City.

[Downtown/Sundance Square](#) [Cultural District](#) [Stockyards](#) [Camp Bowie District](#) [TSM/Alliance](#) [TCU/Zoo Area](#)
[West 7th](#) [Clearfork](#) [Near Southside](#) [Panther Island](#) [Riverside](#) [Northside](#)
[Southeast Fort Worth & Historic Southside](#) [East Fort Worth](#)

About Visit Fort Worth

Visit Fort Worth is the official destination marketing organization of the 12th-largest city in the United States, dedicated to promoting Fort Worth as a world-class business and leisure destination with thriving centers of creativity and commerce. Visit Fort Worth is the parent organization of [The Fort Worth Herd](#), the [Fort Worth Film Commission](#), [Visita Fort Worth](#), [Fort Worth Sports Commission](#) and music initiative [Hear Fort Worth](#).



A Great Opportunity. An Unexpected City.

- \$700 million expansion and renovation of the Fort Worth Convention Center is underway through 2029.
- Fort Worth Stockyards National Historic District now the No. 1 attraction in Texas. Approved for \$1 billion expansion and enhancements through 2030.
- Sports Business Journal named our destination named No. 1 for sports tourism in 2024, among cities without a pro team. Fort Worth will be a host city for a team during the FIFA World Cup 2026, with a record nine games taking place in nearby Arlington.
- Dickies Arena named No. 1 venue in the world for ticket sales and revenue. Dickies is home to major concerts and sports events.
- The Cultural District includes the Kimbell Art Museum, named one of the architectural wonders of the 20th century and home to Michelangelo's first painting. The nearby Fort Worth Zoo, ranked No. 2 in the country, is completing a \$130 million enhancement of its exhibits.
- Visit Fort Worth has strategic partnerships with the Fort Worth Hispanic Chamber of Commerce and the Fort Worth Metropolitan Chamber of Commerce, on initiatives to highlight the city's diversity and various cultural districts.
- Visit Fort Worth's advertising campaign, The Unexpected City, featuring the voice of the late acting legend Jimmy Stewart, has received national recognition and strong consumer feedback.
- Fort Worth Film Commission has been recognized for working with hundreds of projects worth more than \$700 million in economic impact and 30,000 jobs in the past decade. The Commission's partners include 101 Studios and more than five Taylor Sheridan TV shows filmed here.
- Fort Worth City Council unanimously approved Visit Fort Worth's latest contract.
- Fort Worth was the first music-friendly certified city in Texas, inspiring creation of the Hear Fort Worth music association.
- Four universities are building or expanding campuses here, including the new Texas A&M University research campus downtown, UT Arlington West, TCU and Tarleton State.





POSITION SUMMARY

The Vice President of Marketing and Communications is responsible for leading a creative, innovative team developing and executing strategies that promote tourism to Fort Worth, raise the city's national profile, and promote the organization's mission and achievements to our local stakeholders. Works collaboratively with local tourism partners -- including hotels, restaurants and cultural attractions -- to promote the city's many offerings for visitors. Serve on the Visit Fort Worth Leadership Team, help shape company guidelines, and contribute to a positive, constructive culture.

Our organization is dedicated to showcasing Fort Worth as a captivating destination for travelers worldwide. By highlighting our city's unique attractions, warm hospitality and picturesque landscapes, we attract and invite visitors from around the globe to experience the vibrant charm that Fort Worth has to offer. We believe in teamwork built around three core values: Respect, Collaboration, and Integrity. Tourism is hard work. It's also rewarding.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Coordinate the overall destination messaging for all areas of the organization, including Convention Sales & Services and Sports, including media relations, marketing materials, advertising, collateral, website, and sales efforts. Work closely with the head of brand and creative to establish the look and feel of Visit Fort Worth outreach.
- Focus efforts to increase overnight visits to Fort Worth, to boost visibility of our city and to improve the destination for generations to come. Deploy tools such as advertising, public relations, social media and more, being mindful of shifting consumer tastes and trends in information consumption.
- Build strategies and tactics based on data from consumer and customer research. Report key metrics to the Board of Directors and to the community through the Visit Fort Worth dashboard and informal reports such as newsletters and the Visit Fort Worth Annual Meeting.
- Build and maintain relationships with our great industry and business partners, inside and outside of Fort Worth, and communicate to key influencers both in and out of the hospitality industry the significant impact of tourism. Community and regional partners include Fort Worth Economic Development Partnership, Fort Worth Chamber of Commerce, Fort Worth Hispanic Chamber of Commerce, Fort Worth Metropolitan Black Chamber of Commerce, Fort Worth Real Estate Council, DFW International Airport, and district advocacy groups such as Stockyards, Inc., Downtown Fort Worth, Inc., and Near Southside, Inc.
- Develop and maintain a keen understanding of the Fort Worth community, including the features of districts across the city, issues important to residents, and aspirations for the future.
- Work with Travel Texas state tourism office in the Office of the Governor to identify partnerships and research insights that benefit Fort Worth tourism.
- Develop a well-informed working knowledge of all hotels, attractions, and services in the area.
- Timely management of department budget and expenses, ensuring transparent accountability for taxpayer funds and other resources.
- Contribute to more strategic adoption of technology, including shared documents and artificial intelligence.
- Create an annual sales and marketing plan, working with the Leadership Team to identify needs and goals.
- Coordinate media relations activity and be able to speak on camera and provide succinct talking points.
- Uphold organization policies and procedures.
- Responsible for these duties and others as assigned by the President and CEO, Chief Operating Officer, and Chief Financial Officer.

QUALIFICATIONS

- BS or BA from an accredited college or university preferred in marketing, business administration, communications, or a related field.
- A minimum of 10 years of related experience, preferably in the hotel or tourism industry or convention and visitors bureau preferred.
- Operate with the highest levels of integrity, respect, and collaboration.
- Proven ability to lead a team with a positive, supportive culture with constructive feedback for continuous improvement.
- Strong and consistent ability to prioritize activities, multiple responsibilities and deadlines.
- Proven skills in marketing strategy and execution, including research and advertising or public relations.
- Excellent communication skills including writing and public speaking.
- Proficiency in managing budgets exceeding \$1,000,000, including forecasting and delivering projects on or below budget.
- Work a flexible schedule, irregular hours subject to many interruptions, varying situations and occasional travel.
- Proficiency with Microsoft Office and CRM system.

TOP PRIORITIES

- **Review and evaluate the existing team structure to ensure they have maximum support for priorities.**
- **Evaluate current advertising efforts and begin to plan for a future campaign.**
- **Partner with the VP of Brand & Creative to enhance marketing/communications strategies.**
- **Work with the internal team and the Fort Worth Convention Center leadership on a marketing plan for the \$1B expansion.**



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Nicole Newman.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.