



New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**



Business and Economic Affairs
Division of Travel and Tourism Development

Job Title: Director, Travel and Tourism Development

Job Location: Concord, New Hampshire

Reports to: Commissioner, Business and Economic Affairs

Employee Type: Unclassified Grade: GG

Salary Range: \$89,121 to \$118,352

The mission of the New Hampshire Department of Business and Economic Affairs (BEA) is to steward New Hampshire's economy and quality of life.

The mission of BEA's Division of Travel and Tourism Development (DTTD) is to drive travel to New Hampshire and increase traveler spending through promotion and development of travel experiences. DTTD promotes New Hampshire to travelers through domestic and international advertising, public relations, social media, and the official state travel and tourism website visitnh.gov. DTTD is focused on promoting New Hampshire as a top year-round travel destination.

POSITION: This is a senior level gubernatorial appointment position, reporting directly to BEA's Commissioner. The Director leads the development and implementation of the state's domestic and international marketing/communications strategies across a broad spectrum of highly integrated travel/tourism, talent/workforce, business, and student recruitment platforms. The position demands knowledge and experience in the utilization of sophisticated digital marketing strategies in a highly competitive marketplace. The Director oversees all functions of the DTTD office and all marketing/communications functions for BEA.

KEY DUTIES AND RESPONSIBILITIES:

Strategy/Brand:

- Provides leadership to maximize successful state marketing strategies.
- Provides strategic direction for BEA.
- Develops research to measure performance and guide strategy, sets performance metrics and shares findings with key stakeholders.

📍 100 North Main Street, Suite 100
Concord, New Hampshire 03301

☎ 603.271.2341

🖱 visitnh.gov nheconomy.com choosenh.com

- Develops, recommends and promotes state legislation to advance the New Hampshire brand as related to tourism.
- Serves as the key spokesperson for and guardian of the New Hampshire brand.

Tourism Industry Management:

- Develops a collaborative system of state/local brand management and leveraged marketing to align strategies where beneficial.
- Provides experienced tourism policy leadership to BEA, state legislators, and industry partners.
- Maintains knowledge of industry trends, maintain national network of peers and stakeholders, and generally position New Hampshire as a national leader in integrated recruitment strategies.

Staff Management:

- Develops and manages an annual budget to support program initiatives, providing regular reporting of outcomes to the Commissioner.
- Directs and engages DTTD employees to ensure that work objectives and results are aligned with the DTTD and BEA strategic direction, overall goals, and vision.
- Maximizes opportunities to secure and leverage funding support, as appropriate, from local, state and federal sources.
- Identify opportunities to maximize external partnerships and contractors to more effectively achieve the division's goals and objectives

Industry Relations:

- Works closely with industry leaders and associations to advance collaboration and maximize leveraged marketing of the New Hampshire brand to a broad set of audiences.
- Develops and manages positive working relationships with aligned state agencies.
- Serves as the DTTD's primary spokesperson.
- Represents New Hampshire in national and international forums.

COMPETENCIES:

- Collaborative Leadership: Creates and communicates a compelling vision; seeks and engages partners to advance key goals and initiatives; engages and motivates others to implement vision; builds passion, participation and positive morale and integrity; sets a strong leadership role; promotes a safe, challenging work environment.
- Strategic Planning: Identifies and analyzes organizational opportunities; accurately forecasts trends; makes decisions and deploys resources in alignment with strategic goals; plans for future difficulties and opportunities.

- Mission and Values Driven: Ensure all strategic goals align with the mission and values of BEA. Consistently ensure the mission and values are applied in all day-to-day operations.
- Organization/Time Management: Ability to prioritize, organize and handle multiple tasks and projects simultaneously.
- Communication: Clearly articulates key points when writing and speaking; actively listens; effectively interprets non-verbal communication.
- Results Driven: Drives for successful results; conveys sense of urgency; sets ambitious goals; move tasks and assignments toward conclusion; invests considerable effort to assure goals are met with high quality.

REQUIRED KNOWLEDGE, SKILLS & ABILITIES: This position requires an incumbent who has a passion for New Hampshire and all it offers. The Director must be self-motivated, confident and passionate with a positive attitude and sound decision-making skills. The Director must have successful and significant digital marketing experience and be knowledgeable in executing modern communications and marketing strategies. The Director should be an effective communicator, organized, approachable, a problem solver and demonstrate the highest level of personal integrity, confidence and diplomacy.

Past experiences should demonstrate expertise in the following areas:

- Demonstrated ability in inspiring, managing and leading staff.
- Exceptional oral and written communication skills.
- Excellent organization and time management skills, including the ability to meet timelines and prioritize multiple projects.
- Strong relationship building and networking skills.
- Team orientation with a demonstrated ability to motivate others.
- Ability and willingness to travel and work hours beyond the standard daily or weekly schedule when necessary. Extensive statewide, domestic and international travel is encouraged and expected.

The position is appointed by the Governor and confirmed by the Executive Council, after a recommendation by the Commissioner of Business and Economic Affairs.

EDUCATION AND EXPERIENCE: Minimum Bachelor's degree in marketing, business, communications, hospitality, public administration, or related field, and a minimum of 10 years' experience in the travel and tourism industry or related experience is preferred. A range of experience in marketing, brand development, public relations, staff management, advertising strategies, project management, budgetary management, public speaking and international promotion strongly preferred. Must possess a valid driver's license and passport.