



POSITION AVAILABLE

TEXAS LAKES TRAIL REGION EXECUTIVE DIRECTOR

The Texas Lakes Trail Region is a non-profit organization covering 31 counties of North, Central Texas. A participant in the Texas Heritage Trails Program (THTP) of the Texas Historical Commission, the organization works to increase tourism, promote historic preservation, and support community and economic development among cities and tourism partners.

Job Summary

The Texas Lakes Trail Region Executive Director works alongside a volunteer Board of Directors (15 - 20 members) to administer and manage the regional organization. This is a full-time position, exempt under the Fair Labor Standards Act, with an anticipated start date of September 2025.

Qualifications

Required:

- Two years or more professional experience in a relevant field -- tourism planning/development, marketing, communications or history
- Bachelor's degree with preference in tourism planning/development, marketing, communications or history (five years commensurate experience can substitute for degree)
- One or more years fundraising, sales, membership sales experience required
- One or more years experience with business administration with a strong financial acumen
- Reside in or relocate to the Texas Lakes Trail Region
- Computer experience, including proficiency in Word and Excel along with proficiency in design software such as Canva, Adobe, etc.
- Experience with CMS systems and email clients.

Preferred:

- Experience working with and managing a nonprofit organization
- Evidence of ongoing public awareness, education, research and/or training programs relating tourism, history, cultural or historic preservation
- Experience providing customer service
- Experience in managing multiple programs with public facing elements
- Experience in grant writing and/or seeking funding from private foundations or corporations
- Excellent communication skills—written and verbal
- Interest in historic site/cultural resource interpretation and historic preservation
- Responsibilities include extensive travel throughout the 31-county Lakes Trail Region for site visits, speaking engagements, and providing customer service training for member organizations. Travel outside of the region for professional development training is also required. The applicant must have their own transportation. Mileage reimbursement and per diem are provided.

Application Information

- Resumes and cover letters will be accepted until filled. Submit a minimum of three references with contact information.
- Resumes and cover letters should be e-mailed to:
 - Kristen Gibson, Board President, lakestrailapplicant@gmail.com
- Office location for the regional program at the City of Granbury City Hall.
- Selected applicant must reside in or be able to relocate into the Texas Lakes Trail region before taking the position.
- This is a hybrid position and would need to visit the Granbury office once weekly.
- The selected candidate will be required to travel extensively throughout the 31-county region for site visits and speaking engagements and outside the region for training in their own vehicle and will be reimbursed at the current IRS business mileage rate.
- The candidate must pass a background check and drug screen.

Salary Range

\$55,000 - \$60,000 annually depending upon experience. Position funding is supplied by a grant from the Texas Historical Commission (THC) and is part of the state budget. Continuation of the program and requisite funding is anticipated long-term but is not guaranteed. The Heritage Trail Regions are expected to pursue funding from other sources. This position is required to spearhead revenue generating programs/fundraising initiatives. The Texas Lakes Trail Regional executive director is an employee of the Texas Lakes Trail Region Board of Directors.

Benefits

The Executive Director of Texas Lakes Trail's benefits reflect those of the City of Granbury full-time employees.

- The city participates in the Texas Municipal Retirement System (TMRS) at a 7% employee deposit rate with a municipal matching ratio of 2:1.
- A full range of leave and insurance benefits are also provided to full-time employees.
- Paid time off and holidays follow the schedule of the City of Granbury
- Travel and mileage reimbursement per diem based on the GSA (must furnish own transportation)

For questions about the THC's Texas Heritage Trails Program (THTP), the umbrella organization for the ten heritage trail regions, contact Teresa Caldwell, THTP State Coordinator at (512) 463-5755 or teresa.caldwell@thc.texas.gov.

TEXAS HERITAGE TRAILS REGIONAL PROGRAM

A Regional Tourism Initiative

TEXAS LAKES TRAIL REGION EXECUTIVE DIRECTOR

Work Objectives

The mission of the Texas Lakes Trail is to preserve and promote the natural, cultural, and leisure resources of the 31-county region. The trail also aims to create a positive economic impact for the region by positioning it as a heritage tourism destination.

The Texas Lakes Trail Region Executive Director's role is critical to building a successful regional heritage tourism program. The executive director is the facilitator for the development, execution and documentation of the heritage trail regional program. The executive director is an advocate, motivator, guide and resource for the communities of the region. In working with local organizations and partner agencies, the executive director 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 region.

Major Areas of Responsibilities

- Manage and administer the regional program including purchasing, record keeping, budget development and accounting, preparing reports required by the Texas Historical Commission and funding agencies.
- Assist the Board of Directors, committees and task forces in developing an annual work plan for implementing a regional heritage tourism program based on five principles: collaboration, community, interpretation, authenticity and preservation and focused in three sectors: Organizational Sustainability, Products and Services for Partners, and Products and Services for Travelers.
- Secure funding, in conjunction with the regional Board of Directors, partners, corporate sponsors, foundations and other sources to ensure financial sustainability. This includes the maintenance and growth of membership and other revenue generating programs relating to the sustainability of the trail. Current programs include Traveling exhibits, Lakes Trail map advertising, Travel Information Center Tours, and Membership Sales.
- Assist the Board of Directors in adhering to best practices and policies to maintain nonprofit status.
- Develop, in conjunction with the regional Board of Directors, heritage and regional tourism development strategies that are based on historic preservation and that utilize the region's historic and cultural resources to enhance economic development.
- Develop and conduct ongoing public awareness, education and training programs designed to enhance appreciation of the region's heritage and other unique tourism assets and to foster an understanding of the trail region's goals and objectives.

- Serve as the primary link between the Texas Historical Commission and the regional Board of Directors, heritage tourism sites and partner organizations.

Specific Areas of Responsibility

- Coordinate regional board meetings, educational workshops, and other activities, along with the activity of the committees and/or task forces, ensuring that communication between committees/task forces is well established; assist committees/task forces with implementation of the work plan.
- Advise regional heritage sites and organizations on the activities and goals of the heritage trail region and conduct site visits to heritage tourism destinations to build strong and productive partnerships with appropriate agencies, civic organizations, business owners, and other interested partners.
- Build strong and productive partnerships with appropriate public agencies, civic organizations, business owners, and other interested partners at the local, state and national levels.
- Assist with the identification of regional heritage tourism attractions that have the potential for tourism development.
- Develop e-newsletter, blogs, and press releases. Maintain and enhance the region's website to highlight regional attractions and events to trail region.
- Develop and maintain a robust regional social media presence across multiple social media platforms.
- Manage and maintain the traveling exhibit program including promotion, shipping, development of new exhibits, etc...

Attributes of a Successful Executive Director

A successful Executive Director MUST:

- Be a strong advocate for heritage tourism
- Have a sense of entrepreneurship and be a self-starter
- Be diplomatic and a skilled communicator
- Have an appreciation and understanding of community involvement
- Be success-oriented and a motivator
- Have knowledge of historic preservation and tourism
- Be personable, persevering and patient