

# VISIT BUCKS COUNTY

*Pennsylvania*

**Job Title:** Industry Relations & Product Development Director

**Reports to:** Vice President

**Summary:** Visit Bucks County, the official tourism promotion agency for Bucks County, PA is seeking an Industry Relations professional to advance the leisure tourism and business-to-business hospitality product and overnight package opportunities in Bucks County. The newly created Industry Relations & Product Development Director will be key to Bucks County's continued growth as a popular Mid-Atlantic destination. An ideal candidate is a creative planner with the ability to collaborate and bring multiple entities together to increase overnight travel.

**Major Responsibilities:**

The responsibilities for this position include, but are not limited to:

- Works with staff, third-party event planners and industry partners to create, plan and execute special events and festivals to increase visitation and generate economic impact for Bucks County.
- Collaborates with lodging properties and the tourism industry to create overnight packages and spearhead implementation. Packages may be evergreen, seasonal or focused on an event.
- Cultivates new and existing relationships with restaurants, attractions, lodging, retail and various other venues and organizations in the hospitality industry.
- Develops strategy to engage the Bucks County tourism and hospitality industry through educational programming, networking events, etc.
- Plans annual calendar of VBC-hosted events executed by Industry Relations team and supported by all VBC staff.
- Researches new opportunities to bring visitor-generating businesses to Bucks County.
- Negotiates and oversees planners and suppliers for consumer-facing and industry-related events.
- Develops sponsorship opportunities for the local business community to support the tourism and hospitality industry, including the subsidizing of annual VBC-hosted events, educational seminars and networking opportunities.
- Oversees Industry Relations team and manages department budget.
- Performs other tasks as required.

**Requirements:**

The successful candidate for this position possesses the following skills and abilities:

- Minimum 6-10 years of experience in planning and executing events.
- Extensive involvement with creating sponsorship packages and fundraising for nonprofits, entertainment and cultural venues, large scale events, etc.
- Bachelor's degree from a four-year college or university in marketing/communications, hospitality, management, sales or related field.
- Experience working for an economic/community development or nonprofit agency and partnering with or being employed by the tourism and hospitality industry a plus.
- Familiar with the Bucks County tourism product.
- Ability to manage a team, prioritize and handle simultaneous projects with multiple vendors.
- Ability to meet deadlines.
- A sense of humor.

Please send a cover letter, resume and salary requirements to [paulb@visitbuckscounty.com](mailto:paulb@visitbuckscounty.com).  
Use the subject line: **Industry Relations & Product Development Director**. NO PHONE CALLS.

--- Visit Bucks County is the official tourism promotion agency for Bucks County ---