

Job Title: Marketing/Tourism Marketer

Organization: Bandera County Convention & Visitors Bureau

Location: 126 Hwy 16 S, Bandera, TX 78003

About Us

The Bandera County Convention & Visitors Bureau promotes Bandera, Texas—the Cowboy Capital of the World—as a top destination for Western heritage, outdoor adventure, music, and authentic Texas experiences while supporting local tourism and businesses.

Position Overview

The Bureau seeks a creative Marketing Coordinator / Tourism Marketer to promote Bandera through marketing initiatives highlighting its Western heritage, events, attractions, and local businesses.

Key Responsibilities

- Develop and implement tourism marketing campaigns
- Manage social media platforms and digital content
- Assist with website updates and online promotions
- Coordinate advertising, print materials, and visitor guides
- Work with local businesses and event organizers to promote attractions
- Attend and help promote festivals, rodeos, and community events
- Assist the director in daily operations of the Visitor Center

Responsibilities include managing social media, assisting with marketing campaigns, promoting local events, designing and creating promotional content and assets for advertising and helping showcase Bandera as a top Texas destination.

Qualifications

- Experience or interest in marketing, tourism, communications, or public relations, a plus
- Strong written and verbal communication skills
- Comfortable with social media and digital marketing tools
- Organized, dependable, and able to work with the public
- A passion for promoting the Bandera community and its Western heritage

Why Join Us?

- Be part of promoting one of Texas' most iconic destinations
- Work in a fun, community-focused environment
- Help showcase the culture, music, rodeos, and natural beauty of Bandera County

Interested applicants contact:

Carita Jundt, Executive Director

Bandera County Convention & Visitors Bureau

126 Hwy 16 S

Bandera, TX 78003

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(830) 796-3045

Join us in helping showcase the spirit, history, and hospitality of Bandera County!