

Public Job Opening

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Job Title: Sabine County Tourism Director

Department Head: County Judge

Date Open: January 1, 2026

Full time position

Application Deadline: February 2, 2026

The Sabine County Tourism Director position involves leading tourism development and marketing efforts for Sabine County, Texas, which includes managing budgets, developing marketing strategies, and building partnerships with local, state, and national stakeholders. The role requires strong leadership, strategic planning, and excellent marketing and communication skills to promote Sabine County as destination and boost its economic impact through tourism.

Key Responsibilities

Strategic Planning and Marketing

- Develop and implement annual and long-term marketing and strategic plans to promote Sabine County as a destination.
- Manage digital marketing efforts, website, social media, and create content for press releases and media kits.
- Develop a year-round tournament and outdoor event calendar.
- Create promotional packages and/or guidelines for fishing tournament organizers, outdoor clubs, heritage tourism groups, and businesses
- Design visual aids that contain places of interest and community amenities and facilities.

Budget Management

- Conform to Texas Tax Code 352.1015 & 352.1031 compliance requirements
- Develop and oversee the annual tourism budget to be approved by Sabine County Commissioner's Court.
- Make spending decisions, monitor expenditures, and prepare program progress reports and financial reports.
- Seek grants and sponsorship opportunities.
- Identify and contact short-term rentals to enroll in HOT program.
- Develop a funding request system that meets Texas Tax Code requirements and provides reporting on project marketing, impact metrics, and finances

Partnership and Stakeholder Relations

- Build and maintain relationships with local, state and national governments, businesses, community leaders, and other tourism partners.
- Create a network of Tourism Departments/Directors across state for assistance and alignment where beneficial
- Partner with Sabine River Authority to fully utilize tournament ready facilities
- Stay in contact with fishing tournament organizers, tour operators, heritage tourism, local organizations, and outdoor clubs.
- Leverage marketing assets of communities within Sabine County, TX

Required Skills and Qualifications

Education

- Bachelor's degree in tourism management, hospitality, business, or a related field or
- Previous positions in the marketing or tourism industry.

Experience

- Tourism promotion
- Destination marketing
- Advertising campaigns
- Social media

Leadership

- Demonstrated ability to lead projects and teams, set goals, and make independent decisions.
- Professional that is personable, creative, accountable, and collaborative

Communication

- Excellent verbal and written communication
- Public speaking, and interpersonal skills

Technical Skills

- Proficiency in Microsoft Office Suite
- Experience with social media and digital marketing tools.
- Experience with graphic design software or other related programs.

Other

- Flexibility to work evenings, weekends, and holidays
- Valid Texas driver's license
- Some travel required
- May be required to reside in Sabine County, Texas or counties adjacent to Sabine County

This position receives direction from the Sabine County Judge, Hemphill, Texas.

Deadline for resumes is February 2, 2026 by 3:00 pm

Questions may be directed to County Judge Daryl Melton's office @ 409-787-3543

To apply, send resume and cover letter to:

Cookie Cryer, Administration Assistant

Sabine County

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