



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

## Marketing & Operations Manager

**Reports To:** Chief Executive Officer

**Location:** Rock Springs, Wyoming

### Summary

The Sweetwater County Travel and Tourism Board Marketing & Operations Manager is responsible for executing the initiatives defined by the Chief Executive Officer specific to marketing, project management, in-market group coordination, and tourism product management. This position will also oversee the daily operations of the Visitor Center.

### Essential Duties and Responsibilities

- Act as the primary front-line ambassador for all visitor-related services.
- Establish an industry-leading social media presence through scheduled content, moderation, and engagement, and curation for cross-channel promotion as a means of generating website conversion traffic.
- Collaborate with Board Members, local stakeholders, special interest groups, community coalitions, and event managers as it pertains to the seasonal and annual promotions of destination features.
- Act as liaison with state tourism personnel and other partner organizations when applicable.
- Provide presentations to stakeholder groups.
- Attend marketing meetings with partner organizations.
- Create video content for website and social media channels.
- Develop & deploy local media campaigns.
- Oversee all aspects of the product and tour sales.
- Create brochures, posters, and other collateral for printing.
- Engage in daily interaction and promote destination highlights with area visitors, ensuring the adequate inventory of display materials, and awareness of seasonal events.



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- Oversee the day-to-day activities and efforts of contracted agencies.
- Oversee the daily operations of the Visitor Center to include:
  - Manage Visitor Assistant staff during Summer Months.
  - Manage Brochure Inventory.
  - Maintain Visitor Center Property.

NOTE: This job description is not intended to be all-inclusive. The employee may perform other related duties as established to meet the ongoing needs of the organization.

### **Qualifications**

- Previous experience with a Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB) or relevant customer/visitor service experience is highly preferred.
- Preferred Bachelor's Degree in Business, Communications, Marketing, Tourism, English, Hospitality Management, but not required. Equivalent experience considered.
- Passion for Sweetwater County and the world-class tourism features, serving as an ambassador of the SWCTTB's values and mission.
- Demonstrated social media experience pursuant to Facebook Business Manager and Facebook Creator Studio, Instagram, Twitter, YouTube and relevant content aggregator platforms.
- Demonstrated experience with website updates, e-newsletter creation and deployment, brochure development, digital sign modifications, Adobe Creative Suite products and other graphic software.
- Content management skills as it pertains to partner portals, calendar of event updates, newsletters and outbound communications.
- Excellent written and verbal communication skills and the ability to work well with a wide range of individuals in various settings.
- Proficient in content curation and image/graphics file indexing.
- Demonstrated proficiency in communicating Sweetwater County destination highlights and features.



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### **Work Environment/Physical Requirements**

Requires primary work in an office area with noise from telephones, voices, and office machines. Physical activities include climbing stairs, driving, standing, talking, hearing, seeing, sitting, lifting (up to 40 pounds), and bending.

The candidate must be based in Sweetwater County Wyoming and have the ability to commute around Sweetwater County and the state of Wyoming.

### **Compensation and Benefits**

- Starting Salary Range | \$50,000-\$55,000
- Bonus Opportunities
- Wyoming Retirement and Medical Insurance Benefit Package

*Applications accepted until March 8, 2023.*

Please send resume to:  
Sweetwater County Travel and Tourism  
Attn: CEO  
1641 Elk Street  
Rock Springs, WY 82901

Email Submission: [jmeredith@tourwyoming.com](mailto:jmeredith@tourwyoming.com)