

## Job Description

Job Title: **Community Engagement Manager**

Open Date: **Immediate**

Reports To: **Executive Director**

Location: **Fremont County, Wyoming**



### Summary

The Wind River Visitors Council (WRVC) Community Engagement Manager is responsible for executing initiatives defined by the Board of Directors and Executive Director specific to digital and social marketing, media and influencer servicing and the enhancement of visitor and local business relations and operational standards.

### Essential Duties and Responsibilities

- Act as an ambassador for all visitor-related services and be the strategic executor of any pre-determined initiatives established by the Executive Director.
- Promote destination highlights to stakeholders, ensure adequate inventory of display materials and ensure awareness of seasonal events and tourism showcases.
- Represent the WRVC to local committees/organizations, and act as the liaison for interested community partners.
- Work with local businesses and partners to help to promote events and packages in the community.
- Assist the Executive Director with establishing and maintaining 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.
- Keep the website's community pages up-to-date.
- Collaborate with local stakeholders, special interest groups, community coalitions and event managers, as it pertains to the seasonal and annual promotions of destination features.
- This position requires extensive county-wide travel to meet with partners, event managers, Chambers, community visitor centers and other frontline organizations. The candidate will build and maintain working relationships and be a liaison between the community and the Wind River Visitors Council.
- The candidate will train and educate frontline workers to share and promote the Wind River Visitors Council's mission and the tourism resources in the community.

### Requirements

The candidate will be passionate about Fremont County and the world-class tourism features in Wind River Country, be an ambassador of the WRVC's values and mission and possess the following qualities:

- Previous experience with a Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB) or relevant customer/visitor service management capacity is highly preferred.
- Bachelor's Degree in Business, Communications, Marketing, Tourism, English, Journalism, Hospitality Management or equivalent experience.
- Demonstrated social media experience pursuant to Facebook Business Manager and Facebook Creator Studio, Instagram, Twitter, YouTube and relevant content aggregator platforms.
- Website CRM and graphic software experience pursuant to WordPress and Adobe Creative Suite products preferred.
- Proficiency in software and web-based applications, content curation and image/graphics file indexing.
- Demonstrated ability to build excitement in the community for destination highlights, features and events.
- Content management as it pertains to partnership portals, event updates, newsletters and outbound communications.
- Good verbal and written communication skills.
- Attention to detail is a must.
- The ideal candidate will have a genuine interest in working with community members, local businesses and

partners to build and maintain working relationships.

**Compensation and Benefits**

Salary | \$40,000

Benefits Package

To apply, send a cover letter and resume to [hwilson@windriver.org](mailto:hwilson@windriver.org) by Tuesday, July 27.

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. WRVC is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status or status as a U.S. Veteran.