**Visit Cheyenne Job Description**

**Job Title:** Communications and Experiences Manager

**Reports:** will work under the direction of the Vice President, with a close working relationship with the CEO

**Job Classification:** Full-Time Professional Staff, Exempt

**Summary**

The Communications and Experiences Manager will be responsible for implementing and planning initiatives for Visit Cheyenne designed to enhance the visitor experience of Laramie County, Wyoming.

**Minimum Requirements**

Bachelor’s degree or a minimum of five years of related professional work experience. This position requires the ability to effectively perform in a fast-paced, results-oriented work environment assuming personal ownership and accountability for projects, goals, and outcomes. Must have excellent interpersonal communication skills and the ability to effectively develop and maintain strong working relationships across all age groups and organizational levels. Also requires strong planning, organization and project management skills with the initiative and ability to manage multiple projects simultaneously. This position requires a valid driver’s license and ability to travel independently within the Front Range and nationally. The ability to work varying hours such as evening, early morning and weekend time will be required.

**Essential Job Functions**

To perform this job successfully, an individual must be qualified to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and/or abilities required. Reasonable accommodation may be available, upon request, to enable individuals with disabilities to perform the essential functions.

* Manages other members of the marketing team to ensure all aspects of the marketing plan are being coordinated and executed
* Work with Visit Cheyenne’s various platforms in social media, online and native advertising to communicate and inspire visitation to Cheyenne
* Work with community and industry partners to develop and enhance experiences, packages, tours, and events including recipients of the annual Visit Cheyenne marketing grants
* Research and create engaging Vlogs and Blogs
* In coordination with the marketing team, assist in updating and management of the Visit Cheyenne website
* Lead Visit Cheyenne’s social media efforts and help develop and implement Visit Cheyenne’s social media plan
* Manages and Coordinates familiarization (FAM) tours and contacts for both travel press trips and group tour FAMs, tracking contacts, itineraries and expenses in the in the CRM
* Manages and coordinates the bureau’s leisure group tour work, attending shows on behalf of the bureau and maintaining appropriate information in the CRM
* Represent Visit Cheyenne to local news media as well as the general public.
* Maintain strong relationships and foster new relationships with media to secure positive exposure of the organization and tourism industry.
* Develop and execute strategic PR plans and materials in coordination with our PR firm (press releases, story pitches, editorial content and other written material as needed).
* Produce and manage executive communications including, but not limited to monthly organizational reporting, press releases, media pitches, CEO communications, community presentations and speaking engagements.
* Lead ongoing communication efforts in stakeholder communications.
* Strategize and execute Visit Cheyenne and tourism industry related proactive local media outreach.
* Assist Visit Cheyenne Executive Leadership and departments with media relations, speaking engagements and communication initiatives.
* Collaborate with leisure marketing and communications on media pitching and writing projects.
* Manage and contribute to the digital media portal, editorial image library, b-roll and other media resources.
* Manage Marketing Grant program, monitor budgets and expenses while ensuring timely processing of invoices for multiple, concurrent projects.
* Other duties as assigned

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; use hands to handle or feel; reach with hands and arms; and talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 20 pounds and frequently lift and/or move up to 45 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and the risk of electrical shock. The noise level in the work environment is usually moderate. This job will frequently require the individual to work outside in all weather conditions. This job does require the ability to travel independently by car, train and airplane on three to four work-related trips a year.

**Compensation**This position is a salaried full-time position with benefits as outlined in the Visit Cheyenne Employee manual.