



The Wyoming Office of Tourism (WOT), the only statewide Destination Marketing Organization (DMO) dedicated to growing Wyoming's tourism economy, is seeking a **Content Marketing Manager** to join the Brand Studio team.

The Brand Studio serves Wyoming by championing the destination and brand and proactively developing relationships that will maximize the impact of our partnerships. This is achieved through executing an integrated brand advertising campaign, visitor engagement strategies and seeking partnerships aimed at maximizing opportunities, delivering value to Wyoming visitors and raising the visibility and familiarity of the brand.

The primary role of the **Content Marketing Manager** is to champion the Wyoming experience through storytelling. This position is responsible for the development and execution of an integrated content strategy across all owned, earned and paid media channels; and oversees the Content Marketing Sr. Coordinator to ensure timely and effective execution of all WOT produced and curated content to support overall strategy. It is expected that this position work collaboratively with the Visual Assets Manager, vendors and other internal teams to develop compelling story through creative writing, photography, and video assets. This position reports directly to the Brand Integration Sr. Manager.

Responsibilities:

- Develop and execute an integrated content strategy across all owned, earned and paid media channels.
- Oversee the Content Marketing Sr. Coordinator to ensure timely execution of all WOT produced and curated content to support overall strategy.
- Manage contracted vendors and suppliers for content development; include, but not limited to, the contracted vendor for the Official Traveler's Journal.
- Maintain an integrated master editorial calendar in collaboration with other WOT program areas, vendors and partners.
- Facilitate content coordination and collaboration among WOT in-state industry partners.

Experience & Required Skills:

- Successful candidate must demonstrate effective project management and team management experience
- Successful candidate must be organized, and detail oriented.
- Successful candidate must be able to demonstrate strategic thinking and visioning.
- Must be capable of exercising independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industry representatives, government officials and the general public.
- Must be a highly skilled creative writer and storyteller for brands and social media.
- Expert working knowledge of social media platforms and management tools.
- Expert working knowledge of Customer Relationship Management (CRM) platforms and/or eCRM programs and strategies
- Education and/or training equivalent to a Bachelor's degree in journalism, advertising, communications or related field, plus at least three (3) years professional experience developing and managing content for brands.

Applications are available on the web: www.travelwyoming.com/industry. Send [application](#), cover letter resume and salary history to Chava Case at the Wyoming Business Council, 214 W. 15th Street, Cheyenne, WY 82001 or e-mail applications to wbc-applications@wyo.gov. Position is open until filled however application materials received by **October 21st, 2016** will receive priority consideration.

Salary commensurate with experience. The Wyoming Office of Tourism is an at-will employer. This position is located in Cheyenne, WY.