



The Wyoming Office of Tourism (WOT), the only statewide Destination Marketing Organization (DMO) dedicated to growing Wyoming's tourism economy, is seeking a **Creative Assets 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 **Creative Assets Manager** is to champion the Wyoming experience through creative and visual assets. This position is responsible for management of all creative assets to support an integrated campaign across all owned, earned and paid media channels. This position is also responsible for the development of all in-house brand materials. It is expected that this position work collaboratively with the Content Marketing Manager, vendors and other internal teams to develop compelling campaigns through creative writing, photography, and video assets. This position reports directly to the Brand Integration Sr. Manager.

Responsibilities:

- Manages all aspects of project management and contracted vendors as needed for visual and creative asset development.
- Manages and maintains a Digital Asset Management System to support industry, film and media requests.
- Oversees use of all brand assets to ensure brand integrity across all paid, owned, earned and 3rd party platforms.
- Provides graphic design services and production for all brand collateral.
- Oversee the operation and maintenance of all in-house production equipment.

Experience & Required Skills:

- Successful candidate must demonstrate effective project management experience.
- Successful candidate must be organized, and detail oriented.
- Successful candidate must be able to do 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.
- Demonstrated graphic design skills and working knowledge of design and print processes.
- Video production and editing skills is a plus, but not required.
- Expert working knowledge of Adobe Creative Suite.
- 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 creative assets 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 31st, 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.