The Wyoming Office of Tourism(WOT), the only statewide Destination Marketing Organization (DMO) dedicated to growing Wyoming's tourism economy, is seeking a **Media & Public Relations Manager** to join the Brand Studio team. The successful candidate will be an expert communicator, networker, and organized planner, who has a knack for combining business needs, mutually beneficial strategic relationships and the power of narrative into a compelling outreach and earned media strategy.

Media & Public Relations Manager is responsible for proactively evolving WOT's media and public relations strategy; managing WOT's PR agency along with developing relationships with writers, bloggers, and other national and international travel media; leading and supporting opportunities to leverage integrated campaigns; and ensuring a compelling WY narrative is presented to our target markets and audiences. Close interaction with a variety of internal and external teams is expected, including WOT's other vendors and WY business partners. This position reports directly to the Senior Director of Brand Strategy and will work in collaboration with the content marketing team to champion the Wyoming experience through storytelling.

Responsibilities:

- Create an efficient and effective media and public relations strategy for the Wyoming brand that achieve WOT's goals and reflects the spirit of the Wyoming brand strategy
- Oversees and directs the WOT PR agency to develop, test, implement and measure outcomes of outreach initiatives and earned media along with monitoring and communicating campaign goals, changes, project status, and impact
- Qualify national and international travel media for strategic impact, arrange press familiarization tours throughout WY, and follow-up on the impact of these efforts
- Research compelling stories, interview Wyoming locals, visitors, and subject matter experts, and craft effective and timely press releases, social media integration, blog entries, and articles that feed the WY narrative
- Create and implement media pitches and relevant editorial calendars
- Collaboratively develop and adhere to media and public relations budgets
- Communicate strategic vision and project information to management, stakeholders, and partners

Required Skills:

- Bachelor degree in Journalism, Communications, Public Relations, or related field or equivalent work experience
- 3+ years of working with the media with a demonstrated track record of innovative strategy development and integrated implementation
- Ability to work well independently and on a team in a manner that builds trust, rapport, and strong working relationships
- Excellent verbal, written, and interpersonal communication skills
- Experience managing tactical PR operations, including project timelines, ROI measurement, and budget management
- Knowledge of media and public relations best practices and current trends
- Experience with PR Newswire, news clipping services, google alerts, and other news distribution and tracking platforms
- Ability to work with a CMS and creating effective list segmentation in combination with peers and partners
- Working knowledge of Microsoft Office Suite, gmail, google docs, google calendar

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 **November 16th, 2016** will receive priority consideration.

Required materials to be included: Links to 3-5+ articles or press releases you have written that exemplify your expertise in implementing an earned media strategy through storytelling.

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