

Title: Communications Sr. Coordinator
Location: Cheyenne
Division: Brand Studio
Reports To: Communications & Content Manager
Position Status: Exempt
Date: November 2018



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

The Brand Studio serves Wyoming by championing the destination and brand through executing an integrated advertising campaign aimed at raising the visibility and familiarity of the brand while ensuring a compelling narrative is presented to our target markets and audiences that inspires visitation to Wyoming.

Basic Purpose: The primary role of the **Communications Sr. Coordinator** is to ensure operational excellence across the Communications team by managing and implementing department functions. This position will execute content and project needs for owned, paid and earned channels, as well as track results and other necessary department information using a variety of reporting tools. It is expected that this position work collaboratively with the Communications & Content Manager, Public Relations Manager, vendors and other internal and external teams to ensure efficient and effective projects and processes. This position reports directly to the Communications & Content Manager.

Essential Duties:

- Writes and executes the deployment of content including, but not limited to, social media posts, website content, e-newsletter content and press releases.
- Assists with media events, receptions and familiarization tours, including event and travel logistics, partner support and reporting.
- Responsible for weekly and monthly analytics, tracking and reporting tools that feed into larger agency reporting and insights, including, but not limited to, media contact lists, media leads/editorial calendar and social media metrics.
- Provides integral support with partner outreach for media queries, media opportunities, photo requests, familiarization tours, press trips and media visits.
- Responsible for department administrative support duties for Communications & Content Manager and Public Relations Manager.
- Travels independently, as needed, in state and out of state for department related training needs, production assistance and event representation.

Position Requirements:

- Excellent written, verbal and interpersonal communication skills; ability to use multiple writing styles to convey information in a clear, concise and meaningful manner to varied audiences with different levels of expertise and at all organizational levels; knowledge of methods used to tactfully deal with the public.
- Ability to work well independently and in a team in a manner that builds trust, rapport, and strong working relationships.
- Excellent organizational and planning skills with the ability to prioritize work, pay close attention to detail, set expectations, multi-task and produce consistent, quality work on time.
- Strong verbal and written communication skills, including copywriting and proofing support across departments, with the ability to meet deadlines.
- Working knowledge of office procedures, practices and equipment, including Microsoft Office Suite, Gmail, Google Docs, Google Calendar.
- Basic understanding of SEO best practices and the use of Google Analytics preferred but not required.
- Basic understanding of AP style of writing preferred but not required.
- Education and/or training equivalent to a Bachelor's degree in communications, journalism, English or related field, plus at least three (3) years professional experience in a content writing, social media management or public relations role with a demonstrated track record of using brand voice to write quality content across a variety of channels while meeting tight deadlines.

Full description and application are available at: 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 13, 2018** 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