

Title: Strategic Partnerships Manager
Location: Cheyenne
Division: Global Partnerships
Reports To: Sr. Manager of Global Partnerships
Position Status: Exempt
Date: July 2019



Global Partnerships serves Wyoming by championing the destination and brand and proactively developing relationships that will maximize the impact of new and existing partnerships. This is achieved through industry outreach strategies, direct relationships with partners selling Wyoming products both internationally and domestically, as well as continued cross-departmental collaboration with state agencies.

Basic Purpose: The primary role of the **Strategic Partnerships Manager** is to identify and manage innovative, effective and mutually beneficial partnerships that will meet strategic objectives and create public awareness of tourism issues. This includes cooperation with local, regional and statewide partners to maintain positive relationships and identify opportunities with state and federal agencies, the Wyoming legislature and various stakeholders to meet business objectives. It is expected that this position works collaboratively and build strong relationships with vendors and other internal and external teams to ensure efficient and effective projects and processes. This position builds strong relationships with vendors and many other internal and external teams to ensure efficient projects and processes that meet WOT's purpose to grow Wyoming's tourism economy.

Essential Duties:

- Leads agency wide partner outreach efforts including collaboration with state and federal agencies and WOT committee/task force representation.
- Assists in identifying, implementing, and evaluating partnership opportunities aimed at brand extension and strengthening Wyoming's brand associations.
- Manages communication efforts with industry partners and maintains legislative relationships and advocacy efforts specific to tourism related issues.
- Manages contracting and fulfillment of the Cowboy Marketing Program.
- Ensures that the Wyoming Office of Tourism's regional outreach is inclusive of programs offered by other in-state and federal agencies.
- Develops and executes a winning integrated partnership strategy and budget.
- Travels independently, as needed, in state and out of state for department related training needs, production assistance, and event representation.

Position Requirements

- Ability to work well independently and in a team in a manner that builds trust, rapport, and strong working relationships
- Excellent verbal, written, and interpersonal communication skills; ability to convey information in a clear, concise and meaningful manner for audiences with varied levels of expertise and at all organizational levels; knowledge of methods used to tactfully deal with the public
- Excellent organizational and planning skills with the ability to prioritize work, set expectations, and multi-task with constant interruptions and produce consistent, quality work on time
- Working knowledge of office procedures, practices and equipment, including Microsoft Office Suite, Gmail, Google Docs, Google Calendar.
- Education and/or training equivalent to a Bachelor's degree in communications, marketing or related field, plus at least two (2) years professional experience in a relationship management role with a demonstrated track record of successfully developing and nurturing mutually beneficial relationships.



The Wyoming Office of Tourism, the only statewide Destination Marketing Organization dedicated to growing Wyoming's tourism economy, is seeking a **Strategic Partnerships Manager** to join the team.

The primary role of the Strategic Partnerships Manager is to build and expand the Wyoming Office of Tourism's relationships across the public and private sectors. This position will work on interagency collaboration, advocacy outreach, procurement of new public and private partnerships, and directly oversee the Cowboy Marketing Program. It is expected that this position work collaboratively with vendors, legislature, state agencies and other internal and external teams to ensure efficient and effective projects and processes. This position reports directly to the Global Partnerships Sr. Manager. The Strategic Partnerships Manager will:

- Build and retain ongoing relationships with current partners and offer new ways to grow the partnerships
- Work well independently and in a team in a manner that builds trust, rapport, and strong working relationships
- Possess excellent verbal, written, and interpersonal communication skills; ability to convey information in a clear, concise and meaningful manner for audiences with varied levels of expertise and at all organizational levels; knowledge of methods used to tactfully deal with the public
- Have excellent organizational and planning skills with the ability to prioritize work, set expectations, and multi-task with constant interruptions and produce consistent, quality work on time
- Have working knowledge of office procedures, practices and equipment, including Microsoft Office Suite, Gmail, Google Docs, Google Calendar
- Have education and/or training equivalent to a Bachelor's degree in communications, marketing or related field, plus at least two (2) years professional experience in a relationship management role with a demonstrated track record of successfully developing and nurturing mutually beneficial relationships.

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 **August 2, 2019** 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