

Powell Economic Partnership

Community Relations and Tourism Manager

Job Description

Overview

Powell Economic Partnership has an exciting opportunity to develop community relations and grow the visitor economy in Powell. We are looking for an energetic person who loves interacting with the community and visitors.

Powell Economic Partnership is the economic development organization for Powell, Wyoming. Our number one priority is supporting and growing our existing businesses. In addition, we develop industries and recruit businesses that match the people and culture of the Powell Valley. The Powell Economic Partnership (PEP) manages the Powell Chamber and Powell Visitor Center. We foster community vibrancy and promote our region's assets to visitors and Wyomingites. Located near to the East Gate of Yellowstone National Park, Powell is in the middle of millions of acres of public lands. PEP/ Powell Chamber/ Powell Visitor Center advocates for Powell's businesses, citizens, and institutions.

This is a full-time, year-round position. Benefits are included. This job description is not intended to be an exhaustive list of responsibilities and duties.

Key Responsibilities

Community Relations

- Look for opportunities to partner with PEP stakeholders including the City of Powell, local businesses, the school district, community college, hospital, county and other
- Manage the Powell Pride Program, research and develop Powell and regional assets to include cultural, historical and recreational and share them with community members
- Develop and execute community and member communications for email marketing and social channels
- Lead downtown development efforts in partnership with downtown merchants and key stakeholders
- Coordinate member networking events like Thrive and the PEP Annual Reception

Tourism

- Lead efforts for marketing and promotions of Powell which include website content, social media management, external email marketing communications, print and outdoor marketing, as well as track analytics and measure ROI
- Create and manage content for print, video, and digital platforms
- Creatively and actively sell Powell area attractions to visitors
- Display area attraction information, maps, and brochures in a neat and orderly manner and contact the appropriate attractions to provide additional materials when necessary
- Manage the Powell Interpretive Agricultural Tours program for bus tours, custom tours and community tours
- Develop and strengthen relationships with other visitor centers, chambers, and organizations in the Bighorn Basin and Wyoming
- Track inquiries per the direction of the PEP Executive Director, including electronic, and in-person

- Prepare convention bags, ag bags or visitor/event bags
- Manage promotional bags for Powell events, NWC students, or local government meetings
- Develop tourist itineraries
- Advocate for Tourism in Powell and our Region
- Respond to all visitor information inquiries via phone, mail, and email
- Answer phone calls on behalf of the organization
- Manage and coordinate efforts for key partners, and Powell Chamber events with special prioritization to Park County Travel Council sponsored events
- Maintain relevant metrics for measuring and tracking return on event promotions and advertising, including surveys, number of attendees and event follow up forms
- Maintain/update event calendar on website and promote through social media and email outlets as per event plan
- Establish and maintain an updated community facilities list

Experience and Skills

Required

- Bachelor's degree with experience in one of the following areas: community development, tourism, marketing, public relations or sales
- Comfortable with databases, cloud storage and software programs including OneDrive, Microsoft Office Suite (Outlook, Excel, & Word), Constant Contact, Canva or other design programs
- Demonstrable experience providing strong customer service and communication skills
- Strong writing skills with a focus on crafting a narrative
- Working knowledge of social media, digital and traditional media
- Working knowledge of WordPress or other CMS
- Public speaking and presentations experience
- Ability to energize and manage volunteers
- Ability to network and build strategic partnerships/relationships
- Must be able to physically stand for long periods of time, negotiate stairs and lift and carry boxes up to 25 lbs.

Preferred

- Professional knowledge and experience working with advertising and marketing firms
- Graphic design is a plus
- Working knowledge of SEO is a plus
- Research skills and an innate curiosity

Salary based on experience and qualifications.

Employment at Powell Economic Partnership is at will for both the employer and employee. Powell Economic Partnership is an equal opportunity employer.