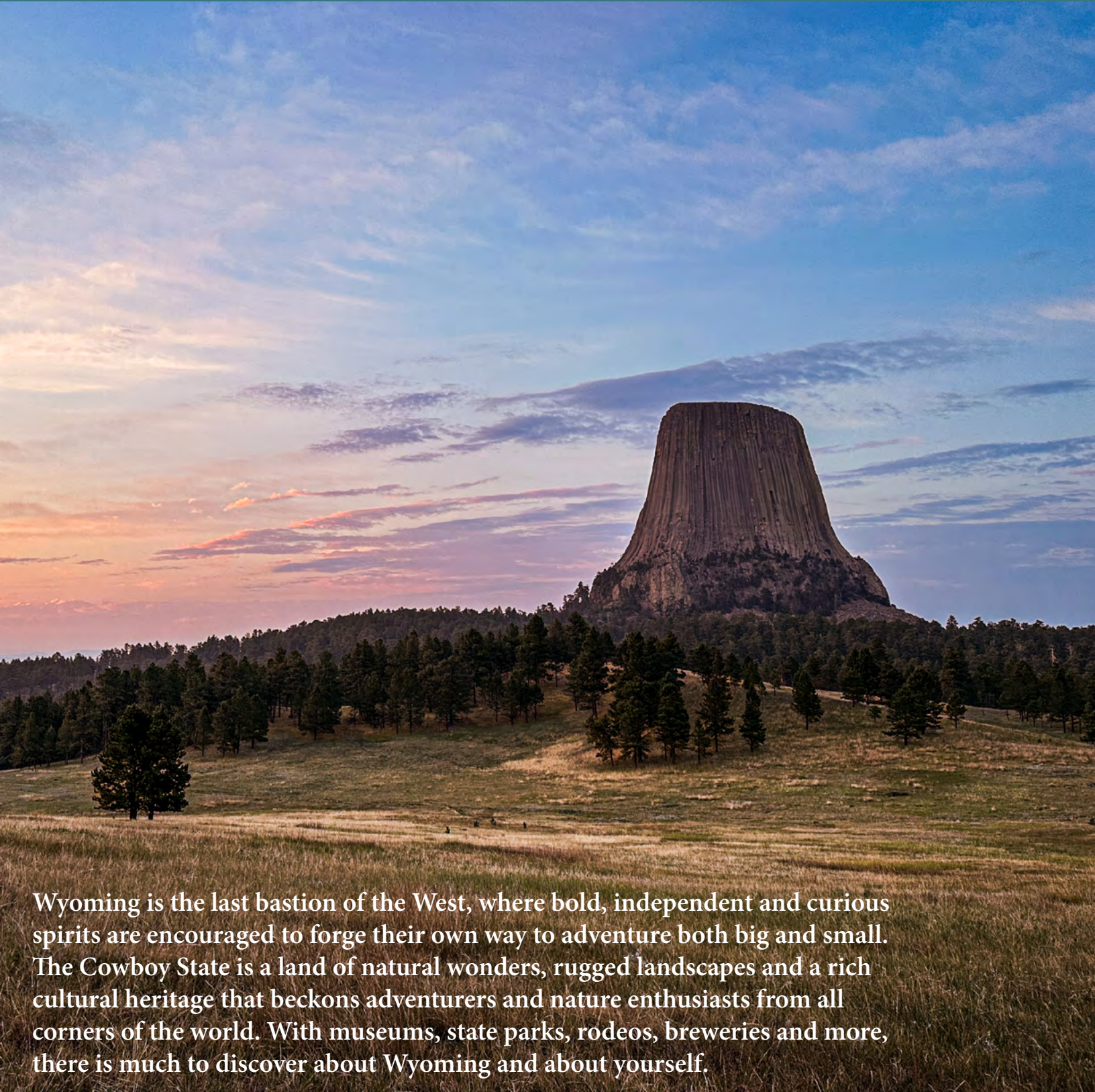




Office of Tourism

EXECUTIVE DIRECTOR

Wyoming Office of Tourism



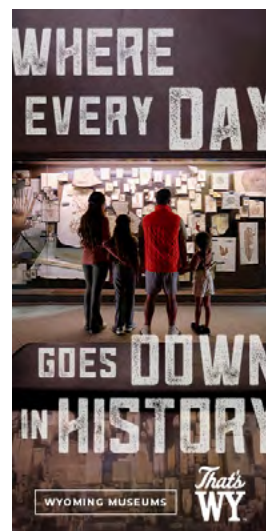
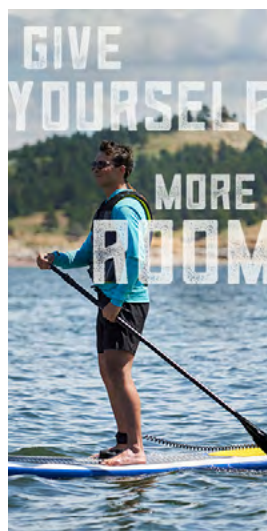
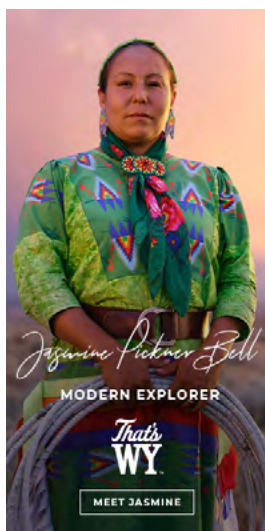
Wyoming is the last bastion of the West, where bold, independent and curious spirits are encouraged to forge their own way to adventure both big and small. The Cowboy State is a land of natural wonders, rugged landscapes and a rich cultural heritage that beckons adventurers and nature enthusiasts from all corners of the world. With museums, state parks, rodeos, breweries and more, there is much to discover about Wyoming and about yourself.

industry.travelwyoming.com/about/careers



The Leisure and Hospitality sector is Wyoming's **SECOND LARGEST INDUSTRY** and its **LARGEST PRIVATE SECTOR EMPLOYER**.

In **2024**, the Wyoming travel industry generated **\$4.9 BILLION** in direct expenditures, resulting in **\$277.2 MILLION** in travel-generated tax revenue.



The Wyoming Office of Tourism is responsible for the State's comprehensive tourism strategy, deploying campaigns that inspire visitors from around the world to visit the majesty of Wyoming and the authentic communities all across the state. [More about Wyoming](#)

LIVING IN CHEYENNE



Cheyenne is Wyoming's capital and largest city, situated at the intersection of two Interstate highways and two major railroads. Located in the southeast corner of the state, only 90 minutes north of Denver, Colorado, Cheyenne is the northern anchor city of the Front Range of the Rocky Mountains.

Cheyenne has a strong community feel, abundant outdoor recreation and a distinct Western lifestyle. It is the site of F.E. Warren Air Force Base and home to the world's largest outdoor rodeo and Western Celebration, Cheyenne Frontier Days. All of this combines

for a unique blend of small-town charm and capital city amenities.

[Explore Cheyenne](#)

WHY WE DO WHAT WE DO

Our Mission and Goals

Vision: inspire travel to generate sustainable economic and social benefits to the residents and communities of Wyoming.

Mission: promote and facilitate increased travel to and within the state of Wyoming.

Unique Value: the only statewide organization dedicated to growing Wyoming's tourism economy.

By creating and implementing a fully integrated marketing campaign, the Wyoming Office of Tourism adds strength to the Wyoming travel industry, an industry made up almost exclusively of small, independent businesses. Cooperative programs and Destination Development grants for Destination Marketing Organizations allow WOT to leverage its budget and maximize resources. Partnerships with local lodging tax boards, other state and federal agencies, private sector businesses, travel trade, and marketing and research vendors help WOT maintain Wyoming's position as a premier Rocky Mountain visitor destination.

[Free to Explore Campaign Video](#)

WOT is funded through a statewide lodging tax and organized into three departments: Brand Studio, Global Partnerships and Business Operations. More information about the staff can be found [here](#).



Strategic Areas of Focus

- Grow the Statewide Impact from Wyoming's Visitor Economy
- Elevate Our Partners
- Champion the Destination and the Brand
- Advance Our Organizational Excellence

[Strategic Clarity
Overview](#)

[Organizational
Chart](#)



THE ROLE

The Executive Director has full responsibility for the administration of WOT and its programs. The ED leads WOT under the vision and fiscal oversight of the WOT Board, and in alignment with applicable statutes, rules, and State of Wyoming policies. This role leads WOT-wide strategy and decision-making aimed at long-term organizational and industry success, ensuring that WOT’s resources are invested at their highest and best use.

PRINCIPAL DUTIES AND FOCUS AREAS

Purpose Driven Leadership

- **Organizational Strategy:** Strategically plan, develop, implement, and evaluate all WOT programs, functions, and performance including business development and leadership, domestic and international marketing, and industry relations.
- **WOT Board Engagement:** Communicate and liaise with the WOT Board to ensure alignment and execution of WOT Board-approved strategies, budgets, and direction.
- **Strategic Partnerships & Promotions:** Develop and maintain an extensive network of key partners that may be leveraged for industry and functional perspectives on relevant matters. Work with the WOT Board, staff, partners, media representatives, and community/regional representatives to achieve shared goals aligned with WOT’s strategic plan.
- **Budgeting:** Oversee development and administration of the WOT biennial budget.
- **Cross-Departmental Collaboration:** Work across departments and in partnership with functional leaders to ensure WOT-wide collaboration and integration.
- **External Relations:** Represent the WOT at industry and community meetings, functions, and to professional organizations. Identify opportunities to expand the WOT’s impact within the tourism industry, including local communities and local, state, and federal governments. Serve as the primary public face and spokesperson for WOT.

SUCCESS DNA

- **Trailblazer:** able to set a bold course of action and rally others to it.
- **Resilient:** confident, principled, and decisive under pressure.
- **Mission Driven Influencer:** skilled at championing tourism’s value to a diverse set of audiences.
- **Strategic Architect:** designs thoughtful solutions in dynamic, complex settings.
- **Change Driver:** open to evolution and committed to continuous improvement.
- **Culture Carrier and Team Builder:** live the organization’s values with intention and visibility. Cultivate a unified, high-impact team grounded in trust, shared purpose, and results-driven collaboration.



ESSENTIAL EXPERTISE

- A bachelor's degree in hospitality/tourism management; economic/community development; social science or other related field OR any combination of education/coursework/training and work experience necessary to meet position requirements.
- Eight (8) years of experience in executive-level leadership in tourism, economic development, or related field with extensive experience leading and developing complex programs, strategic plans, and budgets.
- A minimum of eight (8) years of experience directly managing senior leaders, including responsibility for influencing and coaching program leaders and their teams.
- Experience and prior success in working with a Board of Directors and a diverse set of stakeholders in the public and private sectors.
- Expert-level understanding of tourism principles, sustainability, and other destination stewardship approaches that address the intersection and balancing of economic, social, and environmental impacts.

PERFORMANCE IMPERATIVES

Communication (Expert Proficiency)

Articulation: Takes responsibility for ensuring people have the information they need and disseminates that information in a clear and timely manner.

- Uses good judgment to articulate clear, self-aware, appropriate thoughts and ideas in multiple settings and audiences.
- Fosters trust through transparent, respectful, positive, and timely communication with internal and external stakeholders. Recognizes the importance of the timing of information dissemination.
- Encourages open expression of ideas and opinions, listens with cultural humility, and confirms understanding of feedback, suggestions and sets direction with thoughtful attention.
- Recognizes and addresses issues in a courageous manner and is willing to ask the difficult questions and have difficult conversations when needed.
- Participates in coordinated and aligned leadership messaging.

Active Listening: Grants their full attention when others speak, listens actively, gives verbal and nonverbal cues of interest, and paraphrases what was said to ensure understanding once the speaker has finished.

Informal Communication: Is personable, approachable, and accessible and nurtures strong dialogue within the team or in 1:1 conversation.



Innovation (Expert Proficiency)

Organizing and Planning: Provides framework for setting priorities across the organization. Sets mission, key values, and key initiatives that alert others to current important and urgent items.

- Possesses and utilizes strategic thinking in planning and decision-making.
- Leads with an enterprise-wide perspective and prioritizes strategies that address challenges to the organization and workforce.
- Seeks solutions generated from all levels and elevates contributions across the organization.
- Amplifies the ability to coordinate and collaborate at an enterprise level.
- Models and reinforces effective conflict resolution.

Change Agility: Successfully drives major change initiatives through the organization.

- Fosters a learning organization and environment that encourages curiosity, collaboration, creative thinking, inclusion, and open dialogue that empowers employees to generate new ideas.
- Recognizes and acts on trends, changing conditions and the implications for the business.
- Ensures a process that allows ideas to be evaluated, adopted, and implemented.

Intentional Engagement (Expert Proficiency)

Composure and Self-Objectivity: Sets an overall positive emotional tone for the organization.

- Courageously takes the ethical path to resolve important issues regardless of the possible consequences.
- Exhibits a clear desire to engage employees and prevent unintentional exclusion.
- Values, seeks, and promotes a safe environment where a diverse workforce can contribute their unique talents and perspectives to their work.
- Thoughtfully makes and follows through on commitments to others.
- Applies careful consideration of one's own assumptions, beliefs, emotions, and behaviors when interacting with others to gain productive insight, keep a fresh perspective and continuously learn.
- Fosters collaboration and teamwork to align the energy of the team/organization towards achieving goals and outcomes.
- Considers and appreciates multiple perspectives, backgrounds, and values, integrating them throughout the organization, creating opportunities to effectively achieve organizational goals.



Mentoring and Developing People (Expert Proficiency)

Learning Agility: Sets an organization-wide tone that fosters interest, curiosity, and ongoing learning; communicates the value of ongoing learning across the organization.

- Sets expectations, provides continuous, candid, and timely feedback; holds regular one-on-one meetings with employees.

Collaborator: Fosters an environment in which resources and information are shared openly for the betterment of the organization.

- Gives meaningful recognition to the successes and accomplishments of others.

Talent Development: Expands the skills of staff through training, coaching, and development activities related to current and future jobs.

Effectively adapts approach between coach, challenger, advocate, creator, and supporter to promote growth based on the person and the situation.

- Actively engages employees at all levels of the organization, recognize their potential, and support their future career growth.
- Models ownership and accountability for the management of organizational talent and human resources.
- Effectively selects, recruits, and onboards a diverse and culturally competent workforce.

Business Acumen (Expert Proficiency)

Business Thinking: Sees the organization as a series of integrated and interlocking business processes.

- Manages human, financial, procurement, information, and other resources effectively to meet the mission of the WOT.
- Requests input and contribution from underrepresented groups in programs and services.
- Effectively collaborates across functional areas.
- Identifies metrics and indicators to assess departmental effectiveness.
- Takes ownership for communicating with employees about employment and HR topics, including pay, recruitment, position descriptions, and professional development.

Technological Competence: Actively embraces emerging technologies and sets the standard for digital proficiency across the organization.

Drive/Energy: Models setting intentional boundaries to foster work / life balance.



JOB SCOPE AND AUTHORITY

This position is responsible for administering business based on WOT Board approval of the strategic plan and biennial budget, in accordance with the authority provided by WSS 9-12-1001 – 9-12-1002. This position is highly complex and visible, responsible for overall WOT outcomes and navigating ambiguous challenges that are often sensitive and urgent. Decisions have a broad impact on tourism outcomes statewide.

JOB CONDITIONS

This job operates both remotely and in a professional business office environment. Work outside of normal business hours, including evening and/or weekend meetings and long hours during peak periods, is expected. Overnight travel, up to 75% of work time, is required for this position.

[APPLY HERE](#)