



**Employer:** Visit Jackson Hole  
**Position:** Director of Marketing and Sales  
**Reports To:** Executive Director

**Application deadline:** May 1, 2026  
**Link to apply:** <https://tinyurl.com/VJH-DMS>

### **Position Summary**

The Director of Marketing & Sales serves as the strategic leader of Visit Jackson Hole's marketing and sales functions, overseeing annual marketing strategies and destination sales efforts aligned with organizational goals and the Sustainable Destination Management Plan. This role supervises the Communications Manager, Destination Sales Manager, and department contractors while serving as the primary liaison to Agencies of Record for branding, PR, and social media. The position also leads digital innovation, paid media spend, and content development, ensuring consistent messaging grounded in responsible and sustainable tourism.

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### **Primary Duties and Responsibilities**

Essential functions, as defined under the Americans with Disabilities Act, may include the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions performed; incumbents may be assigned additional duties as required. Reasonable accommodations will be made as needed. This job description is subject to change at any time by the employer.

### **ESSENTIAL DUTIES**

#### **Strategic Planning, & Leadership**

- Lead development, execution, and performance tracking of annual marketing and sales strategies, and seasonal campaigns aligned with the SDMP and organizational goals
- Develop multi-year marketing and sales roadmaps that balance destination promotion with responsible visitation; manage departmental budgets, KPIs, and ROI reporting
- Lead competitive analysis and market positioning to differentiate Jackson Hole as an authentic and sustainable mountain town destination

#### **Team Leadership, Agency & Contractor Management**

- Directly supervise Communications Manager, Destination Sales Manager, and marketing department contractors
- Oversee performance management, professional development, and recruitment, fostering a collaborative team culture that reflects organizational values
- Serve as primary liaison to Agencies of Record, ensuring all deliverables reflect brand standards, current strategy, and responsible visitation messaging

- Coordinate between multiple agencies to ensure seamless and consistent cross-channel campaign integration

### **Brand, Content & Digital Strategy**

- Maintain consistent brand identity across all channels aligned with organizational values and SDMP priorities
- Develop and execute digital marketing strategies including paid search, programmatic, SEO, and content that authentically represents Jackson Hole
- Drive website UX improvements and lead digital innovation initiatives that enhance the visitor planning experience

### **Performance Measurement & Reporting**

- Analyze and report on campaign KPIs, digital metrics, visitor trends, and economic impact
- Conduct post-campaign analysis and benchmark performance

### **Stakeholder, Sales, & Community Engagement**

- Serve as lead marketing contact for community stakeholders, partners, and regional organizations
- Work with Destination Sales Manager to develop a sales strategy that aligns with brand and marketing goals for the destination
- Collaborate with organization's fulfillment agency to maximize air credit program as well as other packages/promotions
- Attend Board meetings, media trips, engage with FAM tours, and deliver regular performance presentations communicating marketing impact and destination health

### **Visitor Experience, Stewardship & Crisis Communications**

- Oversee visitor-facing messaging and collaborate with Destination Stewardship Manager to develop programs that support sustainable visitation behaviors
- Lead crisis response strategy and serve as backup spokesperson when the Executive Director is unavailable

### **Other Duties**

- Perform other duties as assigned.

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## **Minimum Qualifications**

### **Education and Experience**

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field preferred
- Minimum of 3-5 years of experience in marketing, sales, or communications leadership, destination marketing, or a related field

- Destination marketing and management organization (DMMO) or tourism industry experience preferred. Consideration will be given for additional experience in responsible and sustainable tourism or visitor management
- Experience managing cross-functional teams required
- Preference for candidates who are residents of Teton County, WY, or surrounding areas, and/or have a demonstrated understanding of the Teton County, WY community

### **Licenses or Certifications**

- A valid Wyoming/Idaho driver's license is required
- Must be able to travel nationally and internationally by air as needed and have a valid passport

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### **Considerable Knowledge of**

- Destination marketing principles, tourism industry trends, and competitive market dynamics
- Teton County's Sustainable Destination Management Plan
- Brand strategy, content marketing, and multi-channel campaign development
- Digital marketing including paid search, programmatic advertising, SEO, and social media
- Destination sales frameworks, inbound tourism trade, promotions/packaging, group business development and strategy
- Performance measurement frameworks, attribution modeling, and analytics platforms
- Budget management, financial reporting, and resource allocation
- Sales coordination, innovations in sales based on customer segments, and trade show engagement
- Crisis communications protocols and media relations best practices
- Wyoming Lodging Tax Statute and related compliance requirements

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### **Skills and Abilities**

- Strong strategic thinking and ability to translate organizational goals into actionable marketing plans
- Excellent leadership and team management skills with the ability to inspire and develop staff
- Exceptional written and verbal communication skills, including public speaking
- Proficiency in digital marketing platforms, CRM tools, analytics software, and content management systems
- Proficiency in adapting SEO strategies to align with AI-driven search and content discovery trends
- Ability to collaborate with lodging, resorts, activities and other tourism sectors
- Ability to manage multiple projects, agencies, and deadlines simultaneously

- Strong analytical skills with the ability to interpret data and make informed strategic decisions
- Commitment to responsible tourism, destination stewardship, and community-centered decision making
- Ability to build and maintain effective relationships with diverse stakeholders, partners, and agencies

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**Physical Demands / Work Environment**

- Work is primarily performed in a standard office environment
- Requires sitting, standing, walking, and lifting up to 20 pounds
- Regular driving is required to accomplish work duties
- Must be able to travel nationally and internationally by air as needed

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**Position Type and Expected Hours of Work**

- Full-time, year-round executive position
- Primarily daytime hours; evenings and weekends required as needed
- Work schedule may fluctuate based on organizational and community needs

*This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the position. Duties and responsibilities may change at any time with or without notice.*