



**Employer:** Visit Jackson Hole

**Position:** Communications Manager

**Reports To:** Director of Marketing & Sales

**Application deadline:** June 19, 2026

**Link to apply:** <https://tinyurl.com/VJHComms>

### **Position Summary**

The Communications Manager serves as the local storytelling and community engagement hub of Visit Jackson Hole, developing and executing communications strategies that connect residents, industry partners, visitors, and stakeholders with the organization's mission and values. Reporting to the Director of Marketing & Sales, this role translates the voice of Visit Jackson Hole into content development, email marketing, website management, media asset management, and local advertising campaigns across all platforms. The Communications Manager plays a key role in community outreach, facilitating partner updates, listening sessions, and feedback initiatives that inform organizational strategy. As a collaborative team member, this position supports crisis communications and annual reporting while maintaining a commitment to responsible tourism and community values.

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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 & Community Communications**

- Develop a communications plan aligned with Visit Jackson Hole's mission, values, and the SDMP, including messaging frameworks, brand voice guidelines, and outreach calendars
- Create and maintain communications style guides ensuring consistency across all platforms, touchpoints, and audiences
- Organize and facilitate community workshops, hospitality partner updates, and listening sessions to build trust with local stakeholders and ensure communications strategies are grounded in real community input
- Manage local ad campaigns and targeted messaging that informs the public about Visit Jackson Hole's work, decisions, and funding opportunities and allocations
- Work with contracted PR Agency to identify newsworthy stories, oversee media events, and support FAM trips and visiting travel writers

- Manage relationships with key external audiences, including organizational partners, community groups, and the general public

### **Email Marketing & eCRM**

- Develop e-newsletter calendars and content for multiple target audience groups
- Manage eCRM database, audience segmentation, automated workflows, and engagement metrics
- Provide insight and recommendations on emerging trends, SOPs, and future development of eCRM category for Visit Jackson Hole

### **Website Management, Content Development, & Editorial**

- Provide editing and proofing of all outgoing communications, ensuring consistent brand voice and visual identity
- Write and oversee blog content and coordinate website content with freelance writers for visitjacksonhole.com and industry.visitjacksonhole.com
- Oversee page development and weekly website updates for visitjacksonhole.com and industry.visitjacksonhole.com in coordination with the web development agency
- Support the Director of Marketing & Sales with developing Visit Jackson Hole's content calendar, production strategy, and asset development

### **Brand & Media Asset Management**

- Collaborate with the Director of Marketing and Sales to ensure all public-facing communications maintain a consistent tone, visual identity, and message that is aligned with Visit Jackson Hole's brand
- Manage creation, organization, and distribution of video and photo assets via Visit Jackson Hole Media Hub and database of stock footage
- Oversee rights management, licensing, and usage permissions for all media assets
- Coordinate with Visit Jackson Hole's network of content creators to guarantee the timely delivery of assets from video and photo shoots

### **Annual Reporting & Board Support**

- Gather data, testimonials, and success stories for annual reporting and coordinate design of report materials
- Attend monthly Board meetings and prepare communications briefing materials and presentation support as needed

### **Crisis Communications**

- Support crisis response in partnership with the Executive Director and Director of Marketing & Sales
- Maintain crisis messaging templates and response protocols

### **Other Duties**

- Perform other duties as assigned.

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## **Minimum Qualifications**

### **Education and Experience**

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or a related field.
- A minimum of three (3) years of experience in communications, content development, or a related role. Experience in sustainable and responsible destination marketing, tourism, or a public-facing organization preferred.
- Preference for candidates who are residents of Teton County, Wyoming, 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 will be required.

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### **Considerable Knowledge of**

- Strategic communications planning and messaging framework development
- Email marketing platforms, eCRM systems, audience segmentation, and automation
- Content management systems, website management, AI trends and SEO best practices
- Community engagement strategies and public outreach best practices
- Implementing an organization's brand voice, editorial standards, and style guide development
- Responsible tourism principles and destination stewardship values

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### **Skills and Abilities**

- Exceptional written and verbal communication skills with a strong editorial eye for clarity, accuracy, and brand consistency
- Ability to develop compelling content for diverse audiences
- Proficiency in email marketing platforms, CMS tools, and digital asset management systems
- Strong organizational and project management skills with the ability to manage multiple priorities and deadlines
- Commitment to inclusive representation, responsible tourism, and community-centered communications

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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.
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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.
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*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.*