

Employer: Visit Jackson Hole
Position: Destination Stewardship Manager
Reports To: Executive Director

Application deadline: July 27, 2026
Link to apply: <https://tinyurl.com/VJH-DSM>

Position Summary

The Destination Stewardship Manager serves as Visit Jackson Hole's lead on regenerative tourism, driving the implementation and evolution of the organization's Sustainable Destination Management Plan (SDMP) and coordinating the Destination Stewardship Council. Reporting to the Executive Director, this role identifies priority areas where Visit Jackson Hole can deepen its stewardship leadership, strengthen community and industry partnerships, and advance collective action toward a more sustainable destination. The Destination Stewardship Manager convenes diverse stakeholders, tracks destination-wide progress, and represents Visit Jackson Hole as a thought leader at national forums and peer networks — bringing best practices, data-informed insights, and a systems-level perspective to the organization's shared work and to the broader regenerative tourism conversation.

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

Destination Stewardship Council

- Facilitate and manage the Destination Stewardship Council (DSC), including meeting and agendas, discussion, minutes, and follow-up coordination
- Guide the DSC in identifying annual priority areas and tracking progress against Sustainable Destination Management Plan (SDMP) goals
- Support DSC in prioritizing action items, identifying gaps, and recommending next steps
- Cultivate collaborative relationships among diverse stakeholders to build trust and advance shared stewardship goals

SDMP Implementation

- Oversee SDMP implementation, driving internal initiatives forward and coordinating across teams and contracted partners to ensure momentum and accountability
- Facilitate DSC working groups and action teams where appropriate to advance implementation
- Work closely with the Strategic Partnerships Manager to use destination management best practices and identify opportunities for product development and collaborative projects that further SDMP initiatives
- Track progress on SDMP action items; identify barriers and recommend solutions

- Collaborate with local partners and community stakeholders to develop new visitor experiences, itineraries, and programming that reflect the destination's authentic character
- Work with the Communications Manager to highlight wins that build momentum and increase community awareness

SDMP Update & Development

- Lead the process for updating the SDMP, including supporting the RFP process and working directly with the contracted organization
- Analyze gaps, successes, and lessons learned from current implementation to inform the updated plan
- Coordinate working group input, stakeholder feedback, and public communications throughout the update process
- Ensure the updated SDMP reflects current regenerative tourism best practices, strategies, and destination stewardship innovations

Progress Tracking & Data

- Develop and deliver regular progress reports to the DSC, Visit Jackson Hole, and periodically to the Board on SDMP implementation, working group activity, and projects
- Oversee contracts and relationships with data partners and any contracted or internal support resources engaged in SDMP data collection and analysis
- Oversee the Tourism Data Dashboard, ensuring accuracy, currency, and transparency
- Monitor and evaluate data reports including Visitor Intercept Surveys and Resident Sentiment Surveys; maintain ongoing understanding of resident sentiment toward tourism and use findings to inform SDMP priorities and organizational strategy
- Work with the Executive Director to compile, aggregate, and report on SDMP performance indicators

Stakeholder Engagement & Community Coordination

- Build connections between tourism stakeholders and community groups to foster mutual understanding and collaboration
- Liaise with local government and planning staff to ensure alignment between SDMP work and municipal and county planning efforts
- Work with the Communications Manager to develop and manage stakeholder feedback processes including surveys, listening sessions, and one-on-one engagement
- Support tourism industry partners in building awareness and capacity around stewardship practices and regenerative tourism principles

Funding Alignment

- Work with the Strategic Partnerships Manager to identify priority areas for stewardship funding and review applications for alignment with SDMP goals
- Work with the Strategic Partnerships Manager to develop funding criteria and evaluation rubrics that reflect SDMP goals and regenerative tourism principles
- Support post-award evaluation of funded projects' sustainability outcomes
- Identify and, when possible, secure external funding — including grants, foundation support, and corporate sponsorships — for stewardship and sustainability projects

Visitor Education & Behavior

- Work with Jackson Hole Chamber of Commerce Visitor Services and other partners to develop visitor education programs focused on stewardship and community impact
- Develop systems to collect and analyze visitor feedback; translate insights into actionable improvements across marketing, operations, and stewardship
- Provide input to the Director of Marketing & Sales when developing campaigns that encourage low-impact visitor behaviors

Innovation & Thought Leadership

- Stay current on emerging trends, tools, and best practices in destination management, sustainability, and regenerative tourism
- Develop a framework for DSC to pilot regenerative tourism initiatives, evaluate outcomes, and scale successful projects
- Engage with national and international thought leaders and peer networks to bring best practices to Jackson Hole
- Represent Visit Jackson Hole as a thought leader at national forums, conferences, and peer networks; share insights with staff and Board
- Document case studies and lessons learned to inform future initiatives

Other Duties

- Perform other duties as assigned.

Minimum Qualifications

Education and Experience

- Bachelor's degree in Sustainability, Environmental Studies, Tourism Management, Public Administration, or a related field
- Minimum of four (4) years of experience in destination management, sustainable tourism, environmental planning, or a related role
- Destination marketing and management organization (DMMO) or tourism industry experience preferred.
- Experience facilitating multi-stakeholder councils, advisory boards, or community engagement processes preferred
- Experience with plan development, implementation, and project management 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.

Considerable Knowledge of

- Sustainable destination management principles, regenerative tourism frameworks, and responsible tourism best practices
- Facilitation methods for multi-stakeholder groups, advisory councils, and community engagement processes
- Strategic plan development, implementation, and performance tracking

- Data collection, analysis, and performance measurement frameworks in a destination management context
 - Visitor behavior research methods including intercept surveys, resident sentiment surveys, and focus groups
 - Local, regional, and federal land management structures and interagency coordination
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Skills and Abilities

- Facilitate productive dialogue among diverse stakeholders with competing interests and perspectives
 - Manage complex, multi-year planning processes with multiple workstreams and responsible parties
 - Translate data and research into clear strategic recommendations for varied audiences including staff, community members, and Board
 - Build trust-based relationships with community groups, government partners, industry stakeholders, and peer organizations
 - Communicate clearly and compellingly in writing, presentations, and public settings
 - Think systemically about destination health — connecting tourism impacts to community, environmental, and economic outcomes
 - Represent Visit Jackson Hole credibly as a thought leader in national and international regenerative tourism conversations
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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.

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.