



Position Title: Tourism Coordinator
Organization: Park County Travel Council (Cody Yellowstone)
Location: Cody, Wyoming
Reports To: Director of Marketing and Executive Director
Focus Split: Marketing 60% / Sales 40%
Employment Type: Full-time, onsite
FLSA Status: Salaried, exempt
Salary Range: \$45,000–\$55,000, depending on qualifications
Start Date: On or before November 1, 2026

Position Summary

The Tourism Coordinator is an integral position within the Park County Travel Council, supporting the marketing and sales efforts that promote the Cody Yellowstone brand, build awareness, and drive visitor demand into Park County, Wyoming. The role spans both sides of the operation — delivering marketing materials and social content, coordinating FAM and press trips, managing data entry and reporting, and following up on sales leads. It is a strong fit for an organized, motivated tourism professional who enjoys a fast-paced environment and has a genuine passion for the outdoors and western culture.

Core Responsibilities

Marketing

- Work closely with the Director of Marketing to deliver campaigns across social, digital, influencer, newsletter, blog, and podcast channels.
- Manage day-to-day social media content and campaigns across all platforms (Facebook, Instagram, TikTok, Pinterest, LinkedIn, YouTube, Snapchat), keeping each on brand and seasonally current, and developing new platforms as the channel mix evolves.
- Create content for social and campaign use, including copywriting, video production, and design.
- Execute internal micro-campaigns, such as the Ambassador Program and podcast, and coordinate platform takeovers for five Park County events.
- Manage budgets and performance goals for social marketing campaigns.
- Oversee posts produced by VERB Interactive and participate in weekly agency meetings.

Sales

- Plan and coordinate FAM tours and media visits.
- Support sales activities, including lead entry, stakeholder follow-up, and ongoing website and CRM updates.
- Build and maintain relationships with tourism and hospitality partners.

General

- Attend weekly meetings with the Executive Director and Director of Marketing.
- Prepare monthly sales and marketing reports.
- Take on new responsibilities, workflows, and priorities as the role and organization evolve, and other duties as assigned.

Qualifications

Required

- Minimum of three years of experience in marketing, hospitality, and/or sales.
- Advanced working knowledge of social media analytics, content curation, and audience development across major platforms.
- Experience with digital marketing, content creation, CMS website management, and CRM systems.
- Proficiency with Microsoft Office, Canva, WebDAM, analytics tools, and design programs.
- Solid understanding of marketing tactics, strategies, and the sales funnel.
- Excellent written, verbal, and interpersonal communication skills, including comfort presenting in public settings.
- Highly organized and self-directed — able to take initiative, prioritize, plan, and meet deadlines while also working well under direction.

**Preferred**

- Bachelor's degree in marketing, communications, business, hospitality management, or a related field.
- Experience in destination and/or hospitality marketing.
- Strong knowledge of Wyoming's destination offerings.
- Passion for the outdoors, adventure, and western culture and history.

Any combination of education, training, and experience that provides the knowledge, skills, and abilities required to perform the essential functions of the job will be considered.

Travel and Physical Requirements

- Valid driver's license and reliable transportation.
- Flexibility to work evenings, weekends, and holidays.
- Ability to travel domestically for trade shows and conferences.
- Ability to lift and carry loads up to 45 lbs.
- Ability to participate in destination activities such as horseback riding, hiking, biking, and river rafting.

Compensation and Benefits

- Salary of \$45,000–\$55,000, commensurate with qualifications and experience.
- Comprehensive benefits package including health, dental, and vision coverage; participation in the state-funded retirement plan; and paid time off.
- Relocation assistance is not offered.

How to Apply

Interested candidates should submit a cover letter, resume, and three references to michael.wambolt@codyyellowstone.org.