

JOB TITLE: Content & Tourism Ambassador Program Manager
REPORTS TO: Visit Southeast Montana Executive Director
POSITION STATUS: Full-time, Exempt
SALARY RANGE: \$55,000-60,000 annually DOE

POSITION SUMMARY:

The role of Content & Tourism Ambassador Program Manager combines content creation, curation and digital storytelling with in-person tourism advocacy, representing Southeast Montana's unique blend of Western culture, outdoor adventure, and historic towns across platforms and communities. This role ensures that all content aligns with the region's voice, brand, and tourism goals, inspiring visitation and community engagement.

This position will travel to and interact with regional and statewide tourism partners, stakeholders, personnel from the Brand MT, Indian Country and Tribal Tourism Partners, external content creators, the Visit SEMT Board of Directors, Agency of Record (AOR), international and domestic tour guides and operators, leisure tourism consumers and several governmental agencies.

DUTIES AND RESPONSIBILITIES:

Content Creation & Management

- Content Creation & Management
 - Create, curate, update and monitor branded and creative content across owned marketing channels, using your inventive, imaginative and originality skills, including:
 - Annual travel guide
 - Southeastmontana.com, including blog
 - Social media channels (Facebook, Instagram, Pinterest, YouTube and Twitter/X)
 - External content, guest blogs for example
 - Paid and earned media, including fam tours/itineraries
- Create and manage editorial calendar.
- Research industry trends, market insights and competitor analysis to inform content development and identify opportunities.
- Gather and/or oversee collection of visual content (photos, video) in region.
- Manage photo/video database /Digital Asset Management System (DAM).
- Work as team member to promote all Visit SEMT pillars plus destination development projects like the Southeast Montana Burger Trail, Montana's Trail to the Stars; Montana Dinosaur Trail and Montana's Great Wide Open.
 - Be the "owner" of the Southeast Montana Burger Trail in all aspects.
- Maintain quality design and layout of marketing materials and organizational materials.
- Follow brand and style guide for Visit SEMT and Montana.

- Monitor, analyze and report on content performance metrics related to KPIs, such as website traffic, engagement rates and conversions, and make data-driven recommendations.

Social Media, Influencers and Content Creators

- Be primary point of contact and authority.
 - Vet potential influencers and select those with which to negotiate financial partnership;
 - Determine how to allocate assigned social media budget.
 - Work with Agency of Record on contract,/compensation and deliverables,
 - Manage the itinerary, potentially host while in region;
- Take existing channels to the next level and seek new avenues:
 - Create organic content in region;
 - Mine User Generated Content (UGC) and other methods for enhancement;
 - Integrate content as per the Editorial Calendar;
 - Create, execute and oversee social-only campaigns;
 - Monitor comments and engagement as the “Voice of Southeast Montana;” and
 - Be “All Things Social” for Visit Southeast Montana.
- Oversee use and implementation of deliverables; and report on each.

Communications and Publicity

- Compile content for bi-weekly e-newsletter to regional tourism partners;
- Represent Visit Southeast Montana at presentations, outreach, trade shows or other public events as requested.

Travel Ready Tourism Ambassador Program

- Oversee the development and implementation of the Travel Ready Tourism Ambassador Program, including content, and both in-person and virtual training to audience of tourism partners across the region.
- Seek out and talk with individuals (business owners, managers, chamber personnel, economic development, entrepreneurs) about the value of tourism and to promote the Travel Ready Tourism Ambassador Program.
- Lead communication (email, in person, via newsletters, and phone) with regional tourism partners and stakeholders as it pertains to Travel Ready Tourism Ambassador Program and all tourism-related information like grant opportunities, Board meetings, information from Montana Office of Tourism.
- Work with Visit Southeast Montana team to keep all regional business and event listings up-to-date.

Additional Duties

- Assist Executive Director with all aspects of tourism marketing, as requested.
- Report on use of company credit card for job-related expenses, including trip report, subscriptions and meeting costs.
- Manage own time and product timelines with discretion and independent judgement
- Other duties as assigned.

MINIMUM QUALIFICATIONS:

[Note: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, certification, licensing experience, knowledge, skill and/or ability required. A combination or accumulation of applicable work-related experience and/or education may be recognized as sufficiently meeting the pre-requisites outlined below.]

Education and Experience:

- Bachelor or Associate degree or equivalent experience in non-profit, destination and economic development, community outreach, marketing and/or communications field.
- Minimum three (3) years' experience in a field related to customer service.

Certificates, Licenses, Registrations:

Must possess a valid Driver's License and automobile insurance.

Knowledge, Skills, and Abilities:

- **Communication Excellence:** Strong interpersonal, strategic communication, and public speaking skills with experience presenting to diverse audiences
- **Technical Proficiency:** Advanced skills in Microsoft Office Suite, Google Workspace, Adobe Suite, and CRM platforms (MailChimp)
- **Organization and Time Management:** Ability to manage multiple projects, maintain accurate records, and adapt to changing priorities in fast-paced environments
- **Professional Presence:** Self-driven, courteous, and outgoing with exceptional customer service and relationship-building abilities
- **Problem-Solving:** Quick situational assessment and troubleshooting capabilities
- **Travel Flexibility:** Willingness to travel solo across the region 1-3 times monthly
- **Industry Knowledge:** Understanding of Southeast Montana's tourism assets and Visit Southeast Montana's mission (or willingness to learn)
- **Stakeholder Engagement:** Ability to effectively communicate tourism value to business owners, managers, and economic development professionals

BENEFITS:

Salary range \$55,000-\$60,000 annually DOE, generous performance based annual bonus and comprehensive benefits package including: Medical, dental, vision insurance – 75% employer paid premium; life, and long-term disability insurance; Paid Time Off; Flexible spending accounts; paid holidays and floating holidays; 401(k) 3% employer contribution & up to 4% match (must meet eligibility requirements).

Join Visit Southeast Montana and play a pivotal role in driving economic impact and enhancing the community through tourism initiatives. If you have a passion for this region and tourism, we want to hear from you! Qualified candidates submit a cover letter and resume to hr@billingschamber.com for consideration. Priority screening deadline of September 5th, 2025. Full job description available at time of interview or upon request. EEO.