

JOB TITLE: Content & Tourism Ambassador Program Manager
REPORTS TO: Visit Southeast Montana Executive Director
POSITION STATUS: Full-time, Exempt
SALARY RANGE: \$50,000-\$55,000 annually DOE

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. Applicants must live in the region and be willing to commute when requested. Full job description available at time of interview or upon request. EEO.

POSITION SUMMARY

The Content & Tourism Ambassador Program Manager blends content creation, curation, and digital storytelling with in-person tourism advocacy. In this role, you will represent Southeast Montana's distinctive mix of Western culture, outdoor adventure, and historic towns across our channels and in communities throughout the region. You will make sure every piece of content reflects the region's voice, brand, and tourism goals while inspiring visitation and community engagement.

The position involves regular travel and collaboration with regional and statewide tourism partners and stakeholders, Brand MT staff, Indian Country and Tribal Tourism partners, external content creators, the Visit SEMT Board of Directors, our Agency of Record (AOR), domestic and international tour operators and guides, leisure travelers, and several government agencies.

DUTIES AND RESPONSIBILITIES

Content Creation & Management

- Create, curate, update, and monitor branded, creative content across our owned marketing channels, including:
 - Annual travel guide
 - Southeastmontana.com, including the blog
 - Social media channels (Facebook, Instagram, Pinterest, YouTube, X and LinkedIn)
 - External content, such as guest blogs
 - Paid and earned media, including FAM tours and itineraries as requested
- Build and manage the editorial calendar.
- Research industry trends, market insights, and competitor activity to shape content development and identify new opportunities.
- Gather or oversee the collection of visual content (photos and video) across the region.
- Manage the photo and video database, or Digital Asset Management System (DAM).
- Partner with the team to promote all Visit SEMT pillars and destination development projects,

including the Southeast Montana Burger Trail, Montana's Trail to the Stars, the Montana Dinosaur Trail, and Montana's Great Wide Open.

- Maintain high-quality design and layout across marketing and organizational materials.
- Follow the Visit SEMT and Montana brand and style guides.
- Monitor, analyze, and report on content performance against KPIs such as website traffic, engagement rates, and conversions, and make data-driven recommendations.

Social Media, Influencers, and Content Creators

- Serve as the primary point of contact and in-house authority for social media.
- Vet potential influencers and select the partners to negotiate paid partnerships with.
- Allocate the assigned social media budget.
- Work with the Agency of Record on contracts, compensation, and deliverables.
- Manage influencer itineraries and host visits in the region as needed.
- Grow existing channels and pursue new ones by:
 - Creating original, organic content in the region
 - Mining user-generated content (UGC) and other sources for fresh material
 - Integrating content according to the editorial calendar
 - Creating, executing, and overseeing organic social-only campaigns
 - Monitoring comments and engagement as the "Voice of Southeast Montana"
 - Serving as the go-to resource for all social things at Visit Southeast Montana
- Oversee the use and implementation of all deliverables and report on each.

Communications and Publicity

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

Travel Ready Tourism Ambassador Program

- Lead the development and rollout of the SEMT Tourism Ambassador Program, including program content and both in-person and virtual training for tourism partners across the region.
- Connect with business owners, managers, chamber staff, economic development professionals, and entrepreneurs about the value of tourism and the SEMT Tourism Ambassador Program.
- Lead communication with regional tourism partners and stakeholders — by email, phone, newsletter, and in person — about the SEMT Tourism Ambassador Program and related news such as grant opportunities, Board meetings, and updates from the Montana Office of Tourism.
- Work with the Visit Southeast Montana team to keep regional business and event listings current.

Additional Duties

- Support the Executive Director in all aspects of tourism marketing, as requested.
- Report on company credit card use for job-related expenses, including trip reports, subscriptions, and meeting costs.
- Manage your own time and project timelines with discretion and independent judgment.
- Take on other duties as assigned.

MINIMUM QUALIFICATIONS

To perform this job successfully, you must be able to carry out each essential duty satisfactorily. The requirements below represent the education, certification, licensing, experience, knowledge, and skills needed. A combination of relevant work experience and education may be recognized as meeting these prerequisites.

Education and Experience

- Bachelor's or associate degree, or equivalent experience, Marketing, Communications, Public Relations, Hospitality, destination or economic development, or community outreach.
- At least three (3) years of professional experience in content creation, copywriting, or digital marketing.

Certificates, Licenses, and Registrations

A valid driver's license and automobile insurance are required.

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 Creative Suite, email/CRM platforms such as MailChimp, and Content Management Systems (CMS) like WordPress.
- **Organization and Time Management:** Able to manage multiple projects, keep accurate records, and adapt to shifting priorities in a fast-paced environment.
- **Visual Storytelling:** Proficiency in photography and mobile video editing for Reels, short form video, and travel vlogs.
- **Problem-Solving:** Able to assess situations quickly and troubleshoot effectively.
- **Travel Flexibility:** Willing to travel independently across the region as needed.
- **Industry Knowledge:** Familiarity with Southeast Montana's tourism assets and Visit Southeast Montana's mission, or a willingness to learn.
- **Relationship Building & Stakeholder Engagement:** Self-directed and collaborative, with excellent customer service and partner relationship skills. Able to communicate the value of tourism to business owners, managers, and economic development professionals.

BENEFITS:

Salary range \$50,000-\$55,000 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).