



Position: CEO, Johnson County Tourism Association (JCTA)

Reports To: Joint Powers (Lodging Tax) Board

The Johnson County Tourism Association (JCTA) is seeking a strategic and community-minded leader to serve as Chief Executive Officer. The CEO is responsible for advancing tourism growth and destination development for Buffalo, Kaycee, and Johnson County, Wyoming through marketing, partnerships, organizational leadership, and fiscal management.

JCTA is funded through local lodging tax revenues and operates with an annual budget of approximately \$500,000. The organization works closely with local governments, businesses, and the Wyoming Office of Tourism to promote Johnson County as a premier travel destination.

Key Responsibilities

- **Lead destination marketing, branding, and tourism development efforts.**
- **Oversee advertising, public relations, digital marketing, sponsorships, and visitor engagement initiatives.**
- **Manage organizational operations, budgeting, financial reporting, and compliance with Wyoming Department of Audit requirements.**
- **Supervise staff, contractors, and vendor relationships.**
- **Serve as the public spokesperson for JCTA with government agencies, tourism organizations, media, and community partners.**
- **Implement JCTA's Strategic Plan and adapt marketing efforts to changing travel trends and visitor data.**
- **Prepare monthly board reports, annual budgets, and organizational planning documents.**
- **Build strong partnerships with local businesses, elected officials, and tourism stakeholders.**

Qualifications

- Degree in marketing, communications, business, tourism, or related field preferred; equivalent professional experience considered.
- Experience in destination marketing or tourism is required.
- Strong leadership, communication, budgeting, and organizational skills.
- Ability to collaborate with diverse stakeholder groups and represent the organization professionally.
- Familiarity with digital marketing, SEO, analytics, CMS/WordPress, and social media platforms preferred.
- Knowledge of Wyoming tourism and rural destination development is a plus.
- Valid driver's license required.

Desired Skills

- Strategic planning and project management
- Public speaking and relationship building
- Copywriting and content development
- Experience with Adobe Creative Suite, photography, and email marketing platforms is beneficial

Physical Requirements

- Ability to lift up to 40 lbs.
- Ability to sit or stand for extended periods and travel as needed.

About Johnson County

Located where the Great Plains meet the Bighorn Mountains, Johnson County offers rich western history, outdoor recreation, and small-town hospitality. The region is accessible via Interstates 90 and 25 and U.S. Highway 16 and serves as a gateway to some of Wyoming's most iconic landscapes and experiences.

To Apply

Please submit a letter of interest, resume, and references to JCTAresumes@gmail.com no later than Monday, June 15, 2026.

Salary commensurate with experience. Benefits, including healthcare, are available through Johnson County.