



Wyoming Outdoor Recreation Business Alliance Executive Director – Job Announcement

Location: Wyoming; travel required around the state.

Status: Part time contract, with expectation of renewal on an annual basis.

Organization Overview

The Wyoming Outdoor Recreation Business Alliance (WYORBA) has been in discussion for many years and was formally incorporated in 2021. WYORBA is a nonprofit organization launched in 2024 with a diverse, statewide board. Our mission is to be a balanced and unified voice for the outdoor recreation industry, enhancing the business climate and economic impact of outdoor recreation in Wyoming. We accomplish our work by shaping policy, education, and supporting investments and connections. For more information see our website at WYORBA.org.

Scope of Work

The executive director will be responsible for the day-to-day operations of WYORBA and reports directly to the Board of Directors. General responsibilities include:

- Growing the membership of the organization to reflect the diversity of outdoor recreation in Wyoming and providing regular membership communications.
- Representing the outdoor recreation economy at a statewide level, through education, outreach and advocacy with the public, agencies, elected officials, other organizations and the media.
- Developing a knowledge of Wyoming's OR businesses and/or surveying needs to best represent the industry and advocating for programs or initiatives benefiting OR businesses and the economy.
- Fund raising through donations, grants and email platforms.
- Maintaining the organizational functions of WYORBA, including website and financial records.
- Working with the Board of Directors and others to grow the Wyoming Outdoor Recreation Business Alliance into a well-recognized state leader in policy relating to the outdoor rec economy and business sector in Wyoming.

Qualifications

- Familiarization with and a passion for outdoor recreation and Wyoming.
- Public relations experience as a speaker, with public outreach, advocacy, governmental affairs, policy, lobbying or other similar work.
- Excellent written and oral communication skills with attention to detail.
- An experienced leader able to build constructive collaborations with a diversity of Wyoming constituencies.
- Demonstrated ability to work independently and also as a team builder with the Board of Directors.

Compensation

This is a part-time 12-month contract position, with anticipated annual contract renewals, as negotiated. Compensation is \$65,000 in total for the first year of this contract. Contractor will invoice WYORBA monthly. Contractor is responsible for all travel costs, materials, insurance and other associated expenses. Contractor may sub-contract for the performance of some duties. (WYORBA organizational costs, such as corporation

and legal fees, brochure printing, and IS platform fees will be paid for outside of contractor compensation.) Training for current website and email communications platforms can be provided.

For More Information

Contact Steff Kessler, Interim Coordinator at steff@wyorba.org or 307-438-0187. A draft 6-month+ work plan is available for more information.

To Apply

Please email a letter of interest explaining how your skills and experience match the scope of work, and provide a resume and three references to: info@wyorba.org. Please enter “WYORBA Director Position” into your email’s subject line when applying. The deadline for submitting application materials is July 1, 2024, and we will schedule interviews shortly after that.