



University of Wyoming

Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative Extension Educator, Tourism

WORTH kicked off in March 2022 through funding from Gov. Mark Gordon's Wyoming Innovation Partnership (WIP). The initiative builds on the foundation of the outdoor recreation and tourism management degree and UW's minor in hospitality. WORTH also intends to offer courses, training and certificates via distance technologies to working professionals; outreach services such as market analyses; and applied research in collaboration with industry.



POSITION TITLE

University Extension Educator, Assistant —Tourism, Position #3687, [Job ID #221405](#).

LEVEL & SALARY

Non-tenured faculty position – subject to annual reappointment and contingent upon availability of funds. Actual salary commensurate with education and experience.

LOCATION DESCRIPTION

The area of responsibility is the State of Wyoming. The successful candidate must be located in Wyoming either in Lander/Riverton, Casper, or Sheridan, to be negotiated with the successful candidate and based on the availability of office space.

NATURE & PURPOSE

This position provides support to rural Wyoming communities and businesses transitioning to maximize natural resource-based tourism opportunities in a responsible way. The purpose of the position is to improve tourism-related economic development for the State of Wyoming.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The individual in this position works as a representative of the University of Wyoming (UW) Extension and WORTH initiative to foster productive relationships with tourism providers, elected officials, governmental and non-governmental agencies, and other stakeholders in Wyoming. Primary duties include but are not limited to:

- Develop and lead a tourism community engagement strategy, policies, and processes for the WORTH initiative and Extension.
- Implement an appropriate strategy to assess needs of clientele in the program area of tourism.
- Train Extension Educators in the 26 offices across the state.
- Work within the Community Vitality and Health Program of Extension.
- Coordinate and/or implement an applied research program to support the tourism industry. Examples include the publishing of research briefs, needs assessments, and programmatic assessments.

To assure full consideration, all application materials must be received by July 28, 2022. Screening will continue until a suitable candidate is identified.

UW is an Affirmative Action/Equal Opportunity Educator and Employer. We are committed to a multicultural environment and strongly encourage applications from women, minorities, veterans and persons with disabilities. In compliance with the ADA Amendments Act (ADAAA), if you have a disability and would like to request an accommodation to apply for a position, please call (307) 766-2377 or email jobapps@uwyo.edu.

- Serve Wyoming, which will include overnight travel, evening, and weekend work.
- Support the work of regional Outdoor Recreation collaboratives through the Wyoming Outdoor Recreation Office to enhance tourism-related initiatives.
- Work closely with the Wyoming Office of Tourism on tourism-related initiatives, strategic planning, and community engagement.
- Offer opportunities for training in tourism management to undergraduates, graduate students, and professionals.
- Teach remotely (either synchronously or asynchronously) one three-credit course per year.

APPROXIMATE TIME DISTRIBUTION

- 12.5% Teaching
- 87.5% Extension

PRIMARY CLIENTELE SERVED BY THIS POSITION

- Individuals, organizations, private businesses, and ranches engaged in tourism-related enterprises in Wyoming.
- Local destination marketing organizations, tourism boards, and the Wyoming Office of Tourism.
- Non-governmental organizations such as the Wyoming Lodging and Restaurant Association, The Wyoming Travel Industry Coalition, and local Chambers of Commerce.
- The Small Business Development Center (SBDC), the UW Center for Entrepreneurship and Innovation (CEI), and the UW Outdoor Recreation and Tourism Management Degree Program
- Federal land management agencies such as the Bureau of Land Management, National Park Service, the U.S. Forest Service, and others.
- Wyoming State Parks and the Wyoming Office of Outdoor Recreation.
- Wyoming Extension Educators

QUALIFICATIONS (REQUIRED)

- An earned master's degree from an accredited college or university. One degree must have been conferred in tourism or closely related field.
- Valid driver's license with a motor vehicle record (MVR) that is compliant with the University Vehicle Use Policy.
- Demonstrated experience in the areas of tourism, tourism development, or outdoor recreation management and development or related experience.

QUALIFICATIONS (DESIRED)

- Demonstrated capacity and experience in conducting applied tourism research projects and associated data analyses
- College teaching experience. Remote or online teaching experience
- Natural or rural tourism experience in the mountain west
- Working with stakeholders in tourism-related fields
- Prior extension experience
- Excellence in oral and written communication
- Experience in working with diverse audiences
- Experience in developing partnerships with other organizations/agencies and fostering positive relationships with community stakeholders
- A commitment to travel and work in remote areas and rural counties in Wyoming
- Knowledge of Extension and the land-grant university system
- Demonstrated ability to work with limited supervision

REQUIRED APPLICATION MATERIALS

- Completed application—including a detailed letter of intent as described below, resume, UW application (<http://www.uwyo.edu/uwe/jobs/index.html>), copy of transcripts, and letters of reference. We recognize that reference letters may not be received by the deadline and are out of the applicant's control, but will be forthcoming.
- A detailed letter of intent which specifically addresses your qualifications relative to the responsibilities and essential duties of the position.
- Current resume or curriculum vitae.
- Copies of all college transcripts; official transcripts required at time of hiring.
- Four (4) letters of reference from individuals who can address your professional qualifications.

FOR APPLICATION INFORMATION, QUESTIONS ON TRANSCRIPTS OR REFERENCE LETTERS, CONTACT:

Ann Roberson, Business Manager
University of Wyoming Extension
Phone: (307) 766-3566
Email: mrober38@uwyo.edu

FOR SPECIFIC POSITION INFORMATION, CONTACT:

For specific position information, contact:

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