



Director of Strategic Partnerships & Advocacy

The WBA seeks a person who is eager to talk to businesses around the state and understand how our staff can better advocate for their prosperity. The person will learn from those conversations to be curious and insightful to develop and refine policy solutions. The Director of Strategic Partnerships & Advocacy will enjoy building new relationships and introducing the WBA to potential members, partners and policymakers. They will be a connector who excels at supporting existing members, helping them solve problems and building networks between members and partners.

The Director thrives in a high-paced and impactful work environment and is excited to support the WBA's President in key legislative, internal and partnership initiatives and to take on responsibility for overseeing influential projects. The Director will bring strong leadership and enthusiasm to the planning and execution of the Governor's Business Forum, which is the state's preeminent business event of the year.

About the Wyoming Business Alliance

The Wyoming Business Alliance is Wyoming's premier statewide business advocate, representing more than 330 members across diverse industries. Our mission is to promote a thriving economy by connecting business and political leaders, supporting sound public policies, and fostering opportunities for economic expansion across the state. As a team we are thought leaders, who are trustworthy and act with integrity.

Key Responsibilities

Advocacy & Policy Development

- Learn from members to ensure the Alliance can advocate for the most relevant and impactful policies.
- Take input from members to build and refine policy proposals.
- Develop a proactive business agenda with input from members and our Steering Committee.
- Conduct outreach to legislators and cultivate strong, strategic relationships.
- Testify at legislative committee meetings during legislative session and the interim
- Support relevant WBA committees, including preparing agendas and taking minutes.
- Interpret organizational policies and directives to support implementation of advocacy strategies.

- Travel statewide to engage with business leaders through listening tours and community visits.

Membership Strategy & Engagement

- Serve as a trusted resource and advocate for all WBA members.
- Design and implement proactive strategies for member recruitment, retention, and engagement.
- Deliver high-value member programming to ensure retention, participation, and satisfaction.
- Conduct onboarding for new members, ensuring clear communication of benefits and meeting expectations of members.
- Continuously assess and improve programs and benefits to align with evolving member needs.
- Oversee quality control of the CRM database and maximize utilization of that tool.

Revenue Generation & Resource Development

- Secure revenue through sponsorships and strategic partnerships for WBA events and initiatives.
- Meet or exceed annual goals for net membership growth and revenue.

Outreach, Marketing & Communications

- Collaborate with the communications director to develop internal and external content.
- Create and use compelling marketing materials for member recruitment and engagement.
- Serve as a liaison to members, committees, and stakeholders to promote organizational goals.
- Represent the WBA and speak at events, meetings, conferences, and legislative meetings.
- Build relationships and increase WBA visibility.

Operational & Administrative Duties

- Maintain timely, professional responses to all membership inquiries.
- Track and report membership data, trends, and KPIs monthly and annually.
- Evaluate and refine membership programs including dues structures, benefits, and engagement initiatives.

Qualifications

Knowledge, Skills & Abilities

- Extensive understanding of public relations, member development, and fundraising best practices.

- Strong public speaking, interpersonal, and networking skills.
- Excellent written communication, including journalistic and marketing copywriting.
- Demonstrated ability to manage complex priorities, meet deadlines, and innovate under pressure.
- High attention to detail and ability to work independently and remotely.
- Strong proficiency with Microsoft Office Suite and customer relationship management tools.

Education & Experience

- Bachelor's degree in Public Relations, Political Science, Communications, Journalism, or a related field.
- 5 years of experience in public relations, communications, or business development.

Additional Requirements

- Valid Wyoming driver's license and ability to travel for events, conferences, and meetings.

Compensation and Benefits

- Starting base salary range: \$75,000-90,000, commensurate with experience.
- The position receives an incentive package related to membership retention, recruitment and sponsorships.
- Comprehensive benefits package including:
 - Employer paid medical, vision, and dental insurance for employees and dependents.
 - Retirement program with a generous employer match (after 6 months).
 - Four weeks of paid time off (PTO) and paid holidays.
 - Reimbursement for mileage.

Interested candidates should send a cover letter, resume and references to Renny MacKay at rmackay@wyoba.com

Preference will be given to applicants who apply before March 20th