



SOUTH DAKOTA NATIVE TOURISM ALLIANCE

South Dakota Native Tourism Alliance Project Manager

Total level of effort: Fixed fee contract \$56,000 (40 hours/5 days per week)

Period: February 16 – November 15, 2024

Location: Remote with travel throughout South Dakota

Applications: Open December 25, 2023; For immediate contracting

About the South Dakota Native Tourism Alliance

The South Dakota Native Tourism Alliance (SDNTA), is an ad hoc network of representatives from the nine federally recognized Tribal Nations in South Dakota, industry leaders, and local, state and federal partners, working together to develop Native American tourism as a catalyst for economic growth. In June of 2023 the SDNTA began the process of becoming a 501c3 nonprofit organization and in August of 2023 elected its initial Board of Directors.

The SDNTA has assessed the potential for cultural tourism in South Dakota that resulted in a five-year strategic plan the Native American Tourism Development and Management Plan, South Dakota 2020-2025 (NATDMP). The SDNTA is now working to implement the NATDMP.

The George Washington University International Institute of Tourism Studies (GW) provides technical assistance and educational support for the SDNTA and will work closely with the Project Manager to support the delivery of the following Scope of Work.

For more information about the SDNTA, visit: sdnativetourismalliance.org.

Scope of Work

The Project Manager will report to the SDNTA Board of Directors to plan, coordinate and implement project activities, meetings and engagement for the SDNTA. The main responsibilities will include:

PROJECT PLANNING AND MANAGEMENT (30% of time)

1. In coordination with the GW Team, the Project Manager will develop and implement a workplan for the 2023-2024 project cycle, to meet the following deliverables:

- Continue to support institutional strengthening of the SDNTA so that it evolves into a central steward of the NATDMP, and works with GW and other strategic partners to implement priority strategies.



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- Implement priority projects identified in the NATDMP to strengthen the tourism development and management ecosystem within Tribal Nations.
- Pilot test existing tour experiences and support additional Native American businesses and communities in product development through a participatory planning process that utilizes a respectful approach for establishing new native tourism experiences.
- Develop a model for the launch of a SDNTA tour operation that will help to coordinate, promote, and manage all tourism experiences being offered by Native American businesses and communities.

2. In collaboration with the South Dakota Department of Tourism (SD Tourism) and GW, plan, organize and implement SDNTA meetings, trainings, events and engagement activities. Oversee communication and engagement tasks for successful delivery of activities.

3. Advise the SDNTA Board on implementing processes to seek/share input from tribal communities on direction for project work and provide input on the development of necessary work plans, reports and other materials for use by Tribal and community leaders.

PARTNERSHIP DEVELOPMENT AND ENGAGEMENT (45% of time)

5. Identify and engage with Tribal leaders and key stakeholders from the nine (9) federally recognized Tribal Nations in South Dakota, as well as state agencies and other organizations dedicated to serving Tribal Nations and communities. Advise the GW Project Team on best practices for tribal advocacy, outreach, and communications.

6. In collaboration with SDNTA Board and GW, create a communications and engagement plan to guide ongoing outreach, communications, cooperation and collaboration with Tribal Leaders and communities, advocacy groups and other partners as well as state agencies. Lead on all in-field communication and engagement activities.

7. Lead the development of a Coffee Chat calendar, scheduling and confirming speakers and promoting coffee chats.

8. Stay abreast of issues impacting Tribal Nations in South Dakota and update the SDNTA Board when appropriate.

9. Represent the SDNTA and present to a variety of audiences, including policymakers, advocates, and Tribal Nation Leaders and respective Councils on the goals and objectives of the project.



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INSTITUTIONAL STRENGTHENING (20% of time)

10. With the SDNTA Board, develop a strategy for evolving the structure of the network.
11. Conduct outreach and recruitment to new SDNTA network members in order to enhance representation from all Tribal Nations.
12. In coordination with the SD Tourism, and in collaboration with the GW Project Team, organize and host capacity building sessions for the institutional strengthening of the SDNTA.
13. Guide the identification of ad-hoc local teams and points of contact from each of the nine Tribal Nations to support the implementation of the NATDMP projects, and implement outreach and education programs in reservation communities.

BOARD OF DIRECTOR MEETINGS (5% of time)

14. Organize SDNTA Board meetings, engaging with board members and coordinating with the GW Project Team and SD Tourism on logistics.
15. Support implementation activities as directed by the Board of Directors.

Education and Experience

At least three years of combined professional experience in economic development, tourism, community engagement or similar work history. Professional experience working with Tribal Nations required.

Knowledge of:

- Tribal governments and businesses in South Dakota
- Socio-economic and cultural organizations in Tribal Nations
- Grassroots project management best practices
- Volunteer engagement

Skills In:

- Working autonomously, self-sufficiency in managing priorities
- Maintaining positive relationships with SDNTA participants, tribal representatives, local and state government and economic development entities
- Working with Microsoft Office including Word, PowerPoint, Excel, and Outlook
- Working with Google Products including Drive, Documents, Sheets, Slides, and Calendar
- Using Zoom, Google Meet, and other video conferencing platforms to conduct meetings



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- Using social media and other online platforms to communicate with SDNTA participants and stakeholders
- Communicating clearly and concisely (written and verbal)
- Motivating, building trust and enabling volunteers to contribute meaningfully to projects
- Finding creative solutions in a collaborative and participatory way

Application Process:

Email a cover letter and resume with job history to Seleni Matus, Executive Director, International Institute of Tourism Studies at selenim@gwu.edu and cc Beth Wright, Program Manager at bethwright@gwu.edu, explaining your interest and relevant professional experience. Include at least two professional references with contact information.