



## UNCLASSIFIED JOB ANNOUNCEMENT

Posted – May 27, 2014

### Art Director

#### **RECRUITMENT OPEN TO:**

This is an open competitive recruitment, open to all qualified applicants.

#### **AGENCY RESPONSIBILITIES:**

The Nevada Commission on Tourism generates revenue for the state of Nevada by increasing domestic and international tourism. NCOT is the only agency that markets and promotes the entire state of Nevada as a visitor destination and has done so for 30 years.

Working within the integrated marketing team, this key position is responsible for developing and executing the creative look and feel of the brand as it relates to print, digital and broadcast advertising and content delivery.

#### **APPROXIMATE ANNUAL SALARY:**

Salary range of \$64,000 - \$67,000 plus benefits \* (*Salary range reflects retirement (PERS) contributions by both the employee and employer. An employer paid contribution plan is also available with a reduced gross salary.*)

\*Please note: Furlough Leave is mandatory for Nevada State employees and will result in a reduction of income of approximately 2.3% (or 4 hours per month) starting July 1, 2011 through June 30, 2015. The salary listed above does not reflect the reduction from the required furlough.

#### **BENEFITS:**

The State benefits package includes a retirement system, paid health, vision, dental, life and disability insurance; 11 paid holidays, and paid sick and annual leave. Other employee paid benefits such as deferred compensation plans are available.

#### **POSITION DESCRIPTION:**

Under the direction of the Director of Marketing, this position creatively integrates strategic and marketing objectives into effective visual communications that address both the defined target audience and business objectives while maintaining the core brand connections. Responsibilities include:

- Provides artistic direction and execution for various on-line networks and off-line publications.
  - Assists in the planning and coordinated implementation of the Nevada A World Within, A State Apart brand adoption throughout the State's numerous departments.
- Acts as the creative liaison between external entities and the Nevada Commission on

Tourism.

- Oversees and implements the creative development of brochures and publications for many State partners, including Media Relations, State Parks, Museums, Sales and Industry, including:
  - Maps; i.e. state map
  - Sales collateral, i.e. museum and state parks brochures and posters
  - Point of sale materials and banners
  - Program/conference materials and flyers
  - International marketing materials
  - Travel Guides, i.e. Highway 50 guide
  - E-newsletters
  - NDTCA research and industry materials
  - Other niche programs
- Works in collaboration with vendors in international markets on the concept, design and production of advertising media (broadcast, outdoor, print, Internet and mobile.)
- Works with external vendor on the concept, design and production of The Division of Tourism's partner co-operative advertising programs (could include broadcast, outdoor, print, Internet and mobile.)
- Works closely with the integrated marketing agency on the creative development, user experience (UX) and user interface (UI) of the agency's dotcom and mobile websites.
  - Works in lockstep with the Webmaster on implementing brand connections through creative, module, widget, and social integration.
  - Oversees and implements the email marketing creative and strategic initiatives.
- Works in lockstep with the Webmaster to design and build strategically driven, user-focused websites for department-wide partners and others as needed.
- Performs other duties and projects as assigned.
- This position requires up to 25% travel.

### **TO QUALIFY:**

The ideal candidate will possess a number of technical and project management skills, including:

- Proven capability of developing powerful Big Idea concepts and the ability to effectively sell the concept to numerous constituencies while maintaining the concept's integrity.
- Expertise in developing web prototypes, which take into account the capabilities and limitations of current web design trends (HTML5, responsive design, etc.).
- Proven experience in creatively depicting a brand, maintaining brand integrity and brand integration within numerous creative variations.
- Proven expertise in the use of current design tools, including the latest version of Adobe CS
- Proven ability to implement dynamic, interactive scripted marketing pieces (Flash, HTML5) used by business partners such as Google, Bing, Yahoo, etc.
- Proven print design and production skills, including printing negotiation, file set-up and pre-press capabilities, and on-press management.
- Responsible for managing time and adhering to rigorous deadline schedules for numerous concurrent projects.
- Proven ability to get along with co-workers while fostering a positive, creative atmosphere within the NCOT workplace.

This position requires up to 25% travel. A valid driver's license or evidence of equivalent mobility is required at the time of appointment and as a condition of continued employment.

**POSITION LOCATION:**

Carson City, Nevada. This position contributes to the in-office team and will be required to be on-site during normal working hours.

**RESUMES WITH COVER LETTERS WILL BE ACCEPTED UNTIL THE POSITION IS FILLED**

(All resumes will be accepted on a first come, first served basis. Hiring may occur at any time during the recruitment process.)

**SUBMIT LETTERS OF INTEREST/ RESUMES/DIRECT INQUIRIES TO:**

Department of Administration

HR Services

Attn: Hope DiBartolomeo

555 E. Washington Ave. Suite 1400

Las Vegas, NV 89101

702-486-5413

or email to: [dibart@admin.nv.gov](mailto:dibart@admin.nv.gov)

In subject line please reference: Art Director

*The State of Nevada is an Equal Opportunity Employer.*