



State of Nevada
Nevada Department of Tourism and Cultural Affairs
Unclassified Job Announcement

Sales Manager US & Canada
Nevada Division of Tourism

Posted: March 14, 2017

Recruitment:

This is an open competitive recruitment, open to all qualified applicants and will close on **March 31, 2017**.

Department Responsibilities:

Nevada is one of the nation's most compelling destinations. The unique combination of urban excitement and gaming, outdoor adventure and authentic western experiences makes it of great interest to both domestic and international travelers. The Department of Tourism and Cultural Affairs, Division of Tourism (TravelNevada) is seeking an experienced sales professional to promote the state to the tourism industry in the US and Canada. This full-time, unclassified exempt position has the responsibility for the domestic sales and Canada, consumer sales outreach, and developing cooperative programming that ensures the statewide tourism industry gains maximum benefit through its partnership with TravelNevada.

The position is currently located in Las Vegas, NV. However, depending on the most qualified applicant, relocation to Carson City, NV may be considered.

Annual Salary:

Up to \$75,061 maximum annual salary 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.*)

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.

Key Job Responsibilities:

Domestic Sales

- Establish sales objectives for travel trade.
- Represent Nevada at domestic trade and consumer shows, travel agent and tour operator events and training sessions.
- Participate and plan sales missions to designated domestic markets.

- Plan and host familiarization trips to travel industry professionals from within the U.S. and other countries to explore areas of Nevada and increase business and new travelers to the state.
- Tenaciously track ROI on sales efforts.
- Create results-driven promotional opportunities to support sales objectives.
- Work in concert with Nevada partners providing opportunities for participation.
- Monitor domestic sales budget.
- Assist in preparation of reports related to domestic market.

Canadian Sales

- Oversee the sales objectives and initiatives established for Canada; manage the international sales office.
- Represent Nevada at international trade shows, sales missions and special events.
- Manage contract with international sales and marketing office, including overseeing the budget, processing invoices and ensuring intended results are reached.
- Create results-driven promotional opportunities to support sales objectives.
- Work in concert with Nevada partners providing opportunities for participation in activities including in-state FAM trips, in-market sales missions and one-on-one meetings at the Governor's Global Tourism Summit.
- Assist in preparation of reports related to Canadian market.

Qualifications:

- Significant background in hospitality/tourism industry required to adequately work within the industry and build relationships with Nevada suppliers and buyers.
- Organizational skills, attention to detail and the ability to multi-task.
- A demonstrated high level of comfort and experience engaging with travel trade professionals and presenting in a public setting.
- Knowledge of and passion for Nevada preferred.
- Ability to demonstrate effective oral, written and interpersonal communication skills.
- Ability to work independently as well as part of a team.
- Ability to develop partnerships and identify opportunities for value-added marketing.
- Position does require overnight travel and occasional weekend commitments.

Education:

Bachelor's degree in business management, marketing, hotel/restaurant management or other applicable discipline or commensurate professional background is preferred.

LETTERS OF INTEREST AND RESUMES WILL BE ACCEPTED UNTIL MARCH 31, 2017

(All letters of interest and 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:

Email: rharris@admin.nv.gov

or hardcopies can be mailed to:

Dept. of Administration, Agency HR Services

Attn: Rachael Harris

400 W. King Street, Ste. 406

Carson City, NV 89703

PLEASE REFERENCE THE FOLLOWING IN THE SUBJECT LINE:

Last Name/Sales Manager US & Canada/How you heard about this position

The State of Nevada is an Equal Opportunity Employer