

TRAVEL NEVADA

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

Development Specialist - Tourism Rural Programs Manager Nevada Division of Tourism

Posted: June 29, 2018

Recruitment:

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

The Department of Tourism and Cultural Affairs, Division of Tourism (TravelNevada) is seeking an experienced industry professional familiar with our rural grants program. This full-time, unclassified exempt position has the responsibility for all rural grants, rural outreach, rural programs and co-operative marketing opportunities.

The position is located Carson City, NV.

Annual Salary:

Up to \$79,632 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:

This position is a vital liaison with TravelNevada's tourism stakeholders throughout the state. In six territories, representatives from private and public sector tourism businesses and agencies have formed nonprofit territorial committees that oversee promotional efforts in the region. It is the responsibility of the Rural Programs manager to advise and assist the territory committee members regarding tourism development in their community, primarily through the administration of TravelNevada's rural grant programs. The territories are: Cowboy Country, across northern Nevada; Pony Express Territory, across the U.S. Highway 50 corridor; Reno-Tahoe Territory, along the northwestern section surrounding Lake Tahoe; Nevada Silver Trails, in south-central Nevada; Las Vegas Territory in the far south portion of Nevada; and Indian Territory, which encompasses the entire state.

The Rural Programs Manager reports to Director of Sales & Industry Partners, and is responsible for:

Rural Grant Programs Administration

- Reviews all grant requests submitted through the online grant system and communicates with grant applicants regarding the application process. Notifies applicants in writing regarding awards and denials.
- Verifies non-profit grant eligibility of all applicants and compliance of applications with grant guidelines and that submission criteria have been met.
- Organizes and oversees quarterly Territory Advisory Committee (TAC) meetings comprised of the chairs of the six territories. TAC meets to review grant recommendations and other industry business.
- Makes grant award recommendations to TAC committee during set grant cycles.
- Works with grant award recipients on reimbursements of funds within the identified grant cycles. Rural Grant Programs Manager ensures that all criteria has been satisfied, funds were spent according to original grant requests, and that back-up documentation has been submitted.
- Manages and maintains grant documents and data. Prepares and presents grant reports to Nevada Commission on Tourism.
- Keeps Sales & Industry Partners Director apprised of all grant matters, including number of grants submitted, grants recommended, dollar amounts requested, dollar amounts recommended, etc.

Territory Liaison

- Acts as liaison with tourism industry partners throughout the state.
- Is active and engaged partner in regularly scheduled meetings of the six rural territories, apprises the territories of opportunities available to their respective members, communicates agency business to the territories, and drives territory membership.
- Assists market managers on all rural familiarization tour (fam) opportunities by communicating fam needs to Nevada partners and matching fam needs with partner offers. May participate in fams as required.
- Organizes and oversees annual Rural Roundup which is an educational, networking conference held in a rural community.
- Organizes periodic grant workshops intended to educate non-profit organizations about grant funds that are available to help drive tourism to our rural communities.
- Oversees educational rural programs designed to educate our rural partners on development of destinations and products to better serve the travel industry.
- Identifies and educates regarding co-op marketing opportunities for rural partners.
- Manages and tracks rural partner participation in co-op marketing opportunities.
- Assists Director of Sales & Industry Partners with the planning of other sales events as needed.

Applicant Requirements:

Bachelor's degree in business management, marketing, hotel/restaurant management or other applicable discipline or commensurate professional background is preferred. Extensive travel within the state required. Must have valid Nevada driver's license. Familiarity with rural Nevada or rural tourism and/or grants administration is preferred.

LETTERS OF INTEREST AND RESUMES WILL BE ACCEPTED UNTIL THE POSITION IS FILLED.

Hiring may occur at any time during the recruitment process.

SUBMIT LETTERS OF INTEREST/ RESUMES/DIRECT INQUIRIES TO:

Email: ghudson@admin.nv.gov

or hardcopies can be mailed to:

Dept. of Administration, Agency HR Services

Attn: Gennie Hudson

400 W. King Street, Ste. 406

Carson City, NV 89703

PLEASE REFERENCE THE FOLLOWING IN THE SUBJECT LINE:

Last Name/Rural Programs Manager/How you heard about this position

The State of Nevada is an Equal Opportunity Employer