



UNCLASSIFIED JOB ANNOUNCEMENT

POSTED July 5, 2016

Development Specialist (Working Title -Marketing Specialist) Department of Tourism & Cultural Affairs

RECRUITMENT OPEN TO:

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

AGENCY RESPONSIBILITIES:

The Nevada Department of Tourism and Cultural Affairs consists of the Division of Tourism, the Division of Museums and History, the Nevada Arts Council and the Nevada Indian Commission. The Department has administrative offices in Carson City and Las Vegas, as well as state museum locations in Carson City, Reno, Ely, Las Vegas, Overton and Boulder City.

APPROXIMATE 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.

GENERAL DESCRIPTION:

This position located in in Carson City, NV. Under direction from the Chief Marketing Officer, coordinate TravelNevada's marketing programs to ensure each program objectives are achieved. Programs include:

- Cooperative Marketing Program
 - Work with external vendor to identify and execute an annual cooperative marketing program.
 - Assist with the creation and communication of program elements to statewide partners.
 - Work with the external vendor to identify measurement metrics for each tactic; convey results to identified stakeholders (NCOT, tourism territories, etc.)
 - Ensure vendor invoices are processed according to policy and in the required timeframe.
- Sponsorship Program
 - Coordinate proposals from events and activities allowable within the urban sponsorships funding allocation.
 - Work with approved partners to ensure the Nevada brand is highlighted according to the negotiated onsite and pre-event marketing strategy.
 - Reach out to events in a proactive and reactive manner to ensure urban partners are aware of the funding.
 - Identify and work with the art team to create onsite collateral materials.
 - Generate a post-event season report showcasing program ROI, partner engagement and other components as identified by the Commission on Tourism.
 - Participate with the Sierra Ski Marketing Committee
- Digital Development
 - Work with the external vendors and internal marketing department to provide updates to the agency's owned websites as needed.
 - Works with the internal staff, web developer and research external agencies on an ongoing basis to ensure consumer usability and partner satisfaction.
 - Responsible for working with the Digital agency to provide website content collection and copywriting for travelnevada.com and several micro-sites, ensuring all content is accurate and up-to-date.

- Image Library Development and Ongoing Site Maintenance
 - Work with external vendor to manage image library, including:
 - Identify images that convey the brand within the various niche buckets
 - Work with Content Development Specialist to identify gaps in still and video imagery to ensure all brand buckets are well communicated.
 - Generate needed tags for all images to ensure each has maximum searchability
 - Manage Discover Your Nevada Program
 - Create program plan
 - Engage statewide partners in the program to raise awareness and excitement
 - Develop advertising component
 - Track and report program results.
 - Act as Agency Liaison for Special Projects
 - Coordinate special projects as they arise, particularly in conjunction with the Director's office initiatives. Project may include:
 - Veteran's Memorial (Las Vegas) marketing programming
- State Parks/Public Lands visitation initiatives (state, local, federal government agencies)

TO QUALIFY:

EDUCATION AND EXPERIENCE:

- Undergraduate degree in marketing, communications or hospitality.
- At least three years of developing and managing marketing projects including creating plans and tracking metrics.
- Some experience in the tourism or hospitality industry.
- Proven experience managing several projects simultaneously.
- Proven experience creating and posting content, images and videos on an Open Source digital platform.
- Experience creating and distributing content via social and traditional media channels.

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

(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/Marketing Specialist/How you heard about this position

The State of Nevada is an Equal Opportunity Employer