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Governor  
Lieutenant Governor  
Deputy Director



# NEVADA TOURISM & CULTURAL AFFAIRS

STATE OF NEVADA  
UNCLASSIFIED JOB ANNOUNCEMENT  
Director, Department of Tourism and Cultural Affairs

Posted: September 6, 2019

Closes: October 4, 2019

The State of Nevada is currently accepting applications from qualified applicants for the position of Director of the Department of Tourism and Cultural Affairs [hereinafter referred to as "Department"]. The Director oversees the Nevada Division of Tourism, the Division of Museums and History, the Nevada Arts Council, the Nevada Indian Commission, and the official publication of the Division of Tourism, Nevada Magazine. The Department's primary office is located in Carson City, with a second office in Las Vegas, as well as state museum locations in Carson City, Reno, Ely, Las Vegas, Overton, and Boulder City.

**Selection Process:**

The selection process is set forth in NRS 231.210. The Director is appointed by the Governor from a list of three persons submitted to the Governor by the Lieutenant Governor from recommendations made to the Lieutenant Governor by the voting members of the Commission on Tourism, the Chair of the Board of Museums and History, the Chair of the Nevada Indian Commission, and the Chair of the Board of the Nevada Arts Council. A pre-employment criminal history background check and fingerprinting are required. Persons offered employment in this position may be required to pay for these items.

*Please note: in accordance with the Nevada Open Meeting Law, your submittal and associated reference checks will be available for the public to review and all interviews conducted by the Commission on Tourism will be held in an open public meeting.*

**Position Description Summary:**

The Director directs and supervises all administrative and technical activities of the Department, including coordinating its plans for tourism, publications, and cultural affairs, analyzing the effectiveness of those programs and associated expenditures, and cooperating with other governmental agencies that have programs related to travel, tourism, and cultural affairs. In addition to other powers and duties, the Director attends all appropriate meetings of the Department and appoints staff to act as Secretary, keeping minutes and audio recordings or transcripts of all appropriate proceedings. The Director reports regularly to the commissions, divisions, and the general counsel of the Department concerning the administration of the policies and programs of the

Department. The Director may travel extensively throughout the State of Nevada, within the United States, and internationally. A valid United States Passport is required at all times employed.

**Essential Duties and Responsibilities include, but are not limited to:**

- **Administrative**
  - Manage staff, execute a strategic plan, manage contracts, promote new marketing plans, and direct public affairs efforts.
  - Create and manage the overall Department budget, implement appropriate internal controls and evaluation processes, recommend changes if necessary and produce thorough financial reports for public accountability and transparency so that the Department's fiscal integrity is protected. Ensure office operates within approved budget.
  - Evaluate current organizational capacity needs and provide direction to address needs related to budget, staffing levels, professional development, succession planning, and organizational efficiency.
  - Show a willingness to innovate and continually improve operations as well as to create greater operational efficiencies.
  - Employ such experts, researchers, and consultants, and enter into such contracts with any public or private entities as may be necessary to carry out the functions of the Department.
  - Perform any other action as may be necessary to carry out the general provisions of the Department as set forth in NRS 231.161 to NRS 231.360, inclusive.
  
- **Strategic Planning**
  - Direct the development of a State Strategic Plan to promote travel and tourism in Nevada.
  - Collaborate with staff to identify key goals and objectives for the Department.
  - Collaborate with the Division of Museums and History, the Nevada Arts Council, and the Nevada Indian Commission in the development of each divisions State Strategic plan including the development of elements included in the departments plan to promote travel and tourism in Nevada.
  - Advise and make recommendations on impact of strategy changes; provide recommendations for strategy adjustments that will positively impact the Department, and develop benchmarks and Key Performance Indicators, ensuring that the Department is making appropriate progress towards the goals outlined within the strategic plan.
  - Model transparent communications by dialoguing with the Department staff regarding strategic decisions, evaluate progress made towards accomplishing goals outlined in the strategic plan and enable the Department to move forward toward accomplishing those goals.

- **Marketing and Communications**
  - Ensure that marketing efforts drive tourism and that marketing campaigns are attractive, creative, cost effective, and reflective of the Department's mission.
  - Develop a comprehensive program of marketing and advertising, for both domestic and international markets, which publicizes travel and tourism in Nevada in order to attract more visitors to this State or lengthen their stay.
  - Develop a comprehensive strategy of marketing and advertising for the Division of Museums and History, the Nevada Arts Council, the Nevada Indian Commission.
  - Oversee the promotion of special events and exhibitions, which are designed to increase interest in tourism and cultural affairs.
  - Assist partners in developing local programs for marketing and advertising, which are consistent with the State Plan; promoting specific events and attractions in their communities and evaluating the effectiveness of the local programs and events.
  - Disseminate statistics and other marketing information on travel and tourism in Nevada.
  - Oversee the preparation and publication of brochures, travel guides, directories and other materials that promote travel and tourism in Nevada.
  
- **Program Development**
  - Oversee the administration of grants of money or matching grants to political subdivisions of the State, to fair and recreation boards, and to local or regional organizations that promote travel and tourism.
  - Coordinate and assist the programs of travel and tourism of counties, cities, local and regional organizations for travel and tourism, fair and recreation boards and transportation authorities in the State.
  - Oversee and ensure the publication of the Nevada Magazine and ensuring that the Nevada Magazine contains materials that educate the general public about Nevada and thereby fosters awareness and appreciation of Nevada's heritage, culture, historical monuments, natural wonders, and natural resources.

- **Government Affairs**
  - Ensure that local governmental agencies that promote travel and tourism coordinate their promotional programs with those of the Division of Tourism.
  - Encourage and foster cooperation between public agencies and private persons who have an interest in promoting travel and tourism in Nevada.
  - Work with elected officials, business leaders and a vast and geographically expansive industry stakeholder base to build collaboration, consensus and industry direction for short-term success and long-range vision for the Department and its divisions.

**Qualifications:**

- Degree from an accredited college or university with a Major in Business Administration or Public Administration with studies in communications and/or marketing and ten (10) years of experience in a closely related field; OR an appropriate combination of education and experience.
- A working knowledge and understanding of the tourism and travel industry. Knowledge, understanding and experience in rural Nevada is a plus.
- An understanding of destination marketing, media buying, and public relations.
- Global perspective with emphasis in tourism and travel.
- Experience in heritage and/or cultural tourism and administration a plus.
- Innovative approach to recognize and develop tourism potential.
- Professional stature in the tourism and travel community.
- A proven track record in developing and successfully marketing a community, region, state, or destination.
- Experience developing and managing a large, multi-faceted operating budget.
- Leadership experience within a state or local government a plus.
- Experience managing a large staff, including department integration and professional development.
- Attention to detail, presentation skills, a team-building approach to leadership, and an excellent communicator in terms of listening, writing, speaking and social media are also important attributes.
- Public speaking skills are a must as the Director will be required to represent the agency with the media, the legislature, and the community and speak at meetings and or conventions before hundreds of people in the tourism trade.

**Approximate Annual Salary and Benefits:**

Depending on qualifications, up to \$127,906 annually, plus benefits. (Salary range reflects retirement (PERS) contributions by both employer and employee. An employer paid contribution plan is also available with a reduced gross salary. 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.

**Submit Letters of Interest/Resumes/Direct all Inquiries to:**

Agency HR Services

Attn: Tonya Sieben, Personnel Officer

[agencyhr@admin.nv.gov](mailto:agencyhr@admin.nv.gov)

In the subject line, please reference: Last Name/Tourism Director/How you heard about this position

*or mail to:*

400 W. King St., Ste. 406

Carson City, NV 89703

Ph. (775) 684-0247

Fax (775) 687-1150

Applications will be accepted through **5:00 p.m. on 10/04/2019**. Eligible applicants will be invited to interview with the Commission on Tourism on a date to be determined, in order for the Commission to provide the Governor a list of three candidates for his review.

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