



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

Director of Sales and Industry Partners
Nevada Division of Tourism

Posted: January 17, 2017

Recruitment:

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

Department Responsibilities:

The Department of Tourism and Cultural Affairs, Division of Tourism is seeking an experienced domestic and international sales professional to serve as its Director of Sales and Industry Partners. This full-time unclassified position has chief responsibility for the domestic and international trade and consumer sales outreach as well as ensuring the statewide tourism industry gain maximum benefit through its partnership with the Division of Tourism. The position supervises five staffers.

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

Annual Salary:

Up to \$79,944 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:

Administration

- Manage and direct staff engaged in domestic and international sales and rural marketing programs to ensure all have the direction and insights that result in best-in-the-industry programming.
- Tenaciously monitor results, ensuring all sales and rural grant programs reach and/or exceed results as outlined in the annual strategic plan.
- Establish the Sales and Industry Partners' fiscal objectives and monitor ongoing budget usage.
- Provide oversight for, and as identified acts as day-to-day contact with, third party vendors,

manage contracts, invoices and ensure intended results are reached.

- Present oral and written reports regarding department activities and program metrics to the Nevada Commission on Tourism, key stakeholders and various industry groups.

Domestic Sales

- Craft the sales portion of the annual plan by implementing marketing strategies; analyzing trends and results and identifying opportunities provided by national and local partners
- Establish sales objectives by forecasting and developing annual sales goals for trade and leisure travel trade and consumers; project expected sales volume and results for existing and new market segments.
- Represent Nevada at domestic trade and consumer shows, travel agent and tour operator events and training sessions.

International Sales

- Direct and oversee and organization's international sales policies, objectives, and initiatives, and manage international sales/marketing offices.
- Represent Nevada at international trade shows, sales missions, special events and government-to-government meetings as identified in the annual plan.
- Work with national agencies, Brand USA, NTA, Office of Travel and Tourism Industries, to develop partnerships and identify opportunities for value-added marketing.

Nevada Tourism Industry Outreach

- Oversee, in collaboration with the Rural Grants Manager, the grants program
- Assist with planning and hosting the annual Rural Roundup industry conference
- Engage Nevada tourism industry through Territory meetings and other meetings to ensure TravelNevada is meeting (and exceeding) the needs of its constituents

Position requires up to 50% of travel worldwide.

Qualifications:

The ideal candidate will have demonstrated experience in these areas:

- Destination, hotel, attraction or other travel industry-related sales capacity; government agency or not-for-profit entity
- Tourism industry leadership experience, serving on local/national boards, conference speaking engagements
- 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
- Proficient in a second language, preferably one that is applicable to the key markets (Spanish, French, German, Mandarin Chinese)

Education Required:

Bachelor's degree in business management, marketing, hotel/restaurant management or other applicable discipline.

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/Director of Sales & Industry Partners /How you heard about this position

The State of Nevada is an Equal Opportunity Employer