



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

**International Market Manager
Nevada Division of Tourism**

Posted: September 9, 2019

Recruitment:

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

Department Responsibilities:

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

This position may be based in either Carson City or Las Vegas, Nevada.

Annual Salary:

\$70,000-\$82,000 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 of Nevada benefits package includes a retirement system (PERS), paid health, vision, dental, life and disability insurance, 11 paid holidays, paid sick and annual leave. Other employee paid benefits such as deferred compensation plans are available.

International Market Manager, Europe

Works for the Nevada Department of Tourism and Cultural Affairs and reports to the Director of Sales and Industry Partners. Overseeing Travel Nevada's efforts to increase visitation from Europe with a focus on the United Kingdom, France and German-speaking Europe.

Key Job Responsibilities:

- Establish objectives and strategies with international tour operators to increase awareness and visitation to the state.
- Represent Travel Nevada at domestic and international trade and consumer shows, travel agent workshops, tour operator events and training sessions.
- Plan and lead sales missions to designated international markets to increase awareness and visitation.
- Direct and oversee Travel Nevada's international sales programs, objectives and initiatives, and manage the day-to-day operations of the international sales/marketing/PR offices.
- Work with tourism industry agencies such as, Brand USA, NTA, US Commercial Services, etc. to develop partnerships and identify opportunities for value-added marketing.
- Represent Nevada at international trade shows, sales missions, special events and government-to-government meetings as identified in the strategic plan.
- Organize and execute familiarization tours for travel industry professionals from around the world to explore regions of Nevada, increasing awareness and attracting additional visitors to the state.
- Tenaciously track return on investment on all sales and marketing efforts according to established metrics.
- Create results-driven promotional opportunities to support sales objectives.
- Work in concert with Nevada tourism industry partners to provide technical support, research and other opportunities to increase international visitation through collaboration.
- Monitor and track sales, marketing and PR budget for each respective international office.
- Prepare reports related to the performance of each international market.
- Manage multiple accounts with international sales and marketing offices, including overseeing the budget, processing invoices and ensuring all international laws are observed.
- Assist with the planning and execution of the annual Governor's Global Tourism Summit conference.
- Work in concert with Nevada tourism industry partners providing opportunities for participation in activities including in-state FAM trips, international sales missions and one-on-one meetings at the Governor's Global Tourism Summit.
- Provide market representation with Travel Nevada creative assets for marketing purposes
- Provide stakeholders with the appropriate promotional materials, maps, photography, brochures, etc.

Qualifications:

- Significant background in hospitality/tourism industry required to work efficiently within the travel industry and build relationships with Nevada suppliers and buyers.
- Organizational skills, attention to detail and the ability to multi-task will be required.
- A demonstrated high level of comfort and experience engaging with travel trade professionals and presenting in a public setting.
- Knowledge of and passion for the state of Nevada with an emphasis on the rural communities is preferred.
- Ability to demonstrate effective oral, written and interpersonal communication skills.
- Ability to work independently as well as part of a team.

- Candidate must be able to travel internationally and hold a valid passport and drivers license.
- Position does require extensive travel, including weekend and holiday commitments.

Education Required:

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 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: agencyhr@admin.nv.gov

or hardcopies can be mailed to:

Dept. of Administration, Agency HR Services

Attn: Tonya Sieben

400 W. King Street, Ste. 406

Carson City, NV 89703

PLEASE REFERENCE THE FOLLOWING IN THE SUBJECT LINE:

Last Name/International Market Manager/How you heard about this position

The State of Nevada is an Equal Opportunity Employer