



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

- International Sales/Public Relations Specialist -
Posted: October 21, 2015

Recruitment

Open to all qualified candidates; résumés accepted until November 30, 2015. (All résumés will be accepted on a first come, first served basis. Hiring may occur at any time during the recruitment process.)

The Position

A full-time unclassified and exempt position located at the Nevada Division of Tourism/TravelNevada. The Division has offices in both Carson City and Las Vegas. Location of this position is flexible, but the Carson City location is preferred. The International Sales and PR Specialist reports to the Deputy Director of the Nevada Division of Tourism with program reporting responsibilities to the Director of Public Relations.

Annual Salary

Annual salary range is \$50,000 up to \$58,000 maximum 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.)*

Position Description

The Nevada Division of Tourism is seeking an International Sales and Public Relations Specialist to support the Division's growing international sales and public relations programming. At present the Division has representative offices in ten international markets:

1. Canada
2. Mexico
3. Brazil
4. United Kingdom
5. Germany
6. France
7. Australia
8. South Korea
9. China
10. India

This position will be responsible for four main program components:

1. **Brand USA Program Management**

As a partner with Brand USA in promoting travel inbound to the U.S., the International Sales/PR Specialist will be the main contact with Brand USA and coordinator of all the Division's programming pertaining to Brand USA outreach. While the programming changes with each fiscal year, it is anticipated the programs will include:

- a. Discover America Printed Guide: Work with publisher and TravelNevada marketing team to place and develop the Nevada presence in this guide.
- b. Television Opportunities: Work with Brand USA, television program producers and statewide partners to identify and develop opportunities.
- c. Digital Outreach: Identify appropriate digital programs and work with the developer(s) and statewide partners to develop robust digital components geared to identified key audiences

- d. USA Discovery Training/Certification Program: The USA Discovery Program is designed to train and then certify travel agents in key international markets on the tourism offerings available in Nevada and the offerings of statewide partners. Coordinate the operation of this program and inclusion of statewide partners.
- e. Public Relations: Manage Red Robot program and other mediacentric international programs as identified.

2. In-state Familiarization and Press Trips Coordination and Hosting

One of the very best ways for planners and the media to promote a destination is to see it first-hand. In-state familiarization (FAM) for the travel industry and Press (for members of the media) trips offer a chance for one-on-one experiences while visiting Nevada's extraordinary destinations, and the lodging, dining, shopping and services that support these offerings. FAM or Press trips may be either hosted or individual, but in all cases TravelNevada is committed to ensuring these visits are of the highest caliber and meticulously professional.

These activities require an immense amount of planning and on-site hosting and coordination with statewide partners. The International Sales/PR Specialist will be responsible for coordinating and hosting the trips identified as requiring a high level of agency facilitation.

3. Nevada Marketplace Coordination

The Nevada Marketplace, in conjunction with the annual Governor's Global Tourism Summit, brings international buyers to Nevada for one-on-one meetings with statewide suppliers. In collaboration with the Sales and Industry Partners team, the International Sales and PR Specialist will coordinate and staff this event.

4. Issues and Trends Monitoring

The International Sales and PR Specialist will monitor trends in international visitation and potential red-flag issues that affect international visitation to Nevada and work with the Director of Public Relations to develop appropriate messaging.

Position will travel throughout Nevada – up to 25% of travel is required and with the potential of overnight and weekend travel. A valid driver's license or evidence of equivalent mobility is required at the time of appointment and as a condition of continued employment.

Qualifications

Education and experience: Bachelor's degree in Communications, International Relations or Marketing preferred. Other applicable field of study will be considered.

Minimum Requirements:

1. Five years of destination sales experience and/or tourism media relations experience
2. Experience with international marketing
3. Some experience working with elected officials and community leadership groups
4. Proven experience managing detail-driven projects
5. Knowledge of Nevada

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.

Submit cover letter and résumé to:

Hope DiBartolomeo
Agency HR Services
555 E. Washington Ave. Ste. 1400
Las Vegas, NV 89101
(702) 486-5413

Or electronically to: dibart@admin.nv.gov

In subject line please reference: **International Sales PR Specialist**

In your cover letter please indicate how you heard about the position. If you heard about this position through a website, please specify which website.

The State of Nevada is an Equal Opportunity Employer.