

RECRUITING ANNOUNCEMENT

Public Information Officer

Location: Las Vegas, NV

The Nevada Governor's Office of Economic Development (GOED) seeks an experienced and motivated Public Information Officer for our Las Vegas location.

Core Functions & Responsibilities:

Under general supervision from the Communications Director, to plan, prepare and administer public information strategies highlighting GOED activities and available services. Maintain GOED brand standards during marketing through all GOED's offices and divisions. Maintain positive communications with media outlet and social media platforms.

- Participates in assigned activities of the Communications Department related to public information, marketing and advertising initiatives.
- Acts as a contact for media outlets across the state and country and foreign countries; responds to media requests from local, state, national and international representatives.
- Establishes and maintains accurate contact information for media outlets and monitors news coverage of GOED events and initiatives; provides accurate information to media.
- Develops intriguing story concepts related to economic development and GOED to pitch proactively to news outlets around the state and industry magazines throughout the country.
- Creates media report that tracks the effectiveness of communication outreach plans and estimates ad value and publicity value; helps create daily media report highlighting GOED coverage and coverage from across the state.
- Participates in media training for GOED staff and prepares staff for on-camera interview requests from broadcast outlets and on-the-record interviews with newspaper reporters.
- Attends GOED events to communicate using the various GOED social media accounts; produces social media posts to highlight GOED's events and programs.
- Writes, edits and maintains content for the GOED website; ensures the content is accurate, up to date and effectively conveys GOED messaging.
- Uses web analytics to generate reports and make recommendations on website usability.
- Writes press releases, speaking points, speeches, PowerPoint presentations and other materials as need; reviews speaking points and speeches written by staff and outside agencies.

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- Assists with coordination, planning and execution of GOED events; assists with set up of press conferences and managing the media representatives at the various events.
- Any other duties as assigned to further the communications goals of the department.

Knowledge/Skills/Abilities:

- Write and edit various forms of communications to include but not limited to, press releases, social media postings, speeches, speaking points, advertisements, website content, marketing plans, communications plans, video scripts and informational memos.
- Ability to use word processing, desktop publishing, and other computer programs to assist in the development of reports, memorandums, and a variety of other forms of communications.
- Understand the organization and its role in the economic development of the state.
- A knowledge of Nevada to include the various towns and cities through the state's 16 counties.
- Work independently and without supervision exercising exceptional judgement in the high-profile position.
- Plan, schedule and organize special events and news conferences.
- Experience communicating effectively with a variety of media outlets.
- Ability to provide effective advice and counsel on strategic and/or critical communication issues and to exercise effective judgement.
- Strong knowledge of local and regional media contacts and/or a proven ability to develop such relationships quickly.
- Ability to use independent judgment and to gather, manage and impart information to the media and various other internal and external audiences.
- Outstanding interpersonal and community relations skills and the ability to communicate and work effectively within a diverse community.

Education and/or Experience:

- A bachelor's degree from an accredited college or university in journalism, communications, public relations, marketing or a closely related field. (master's degree preferred)
- Three years of full-time professional experience in public relations, marketing, journalism, communications, or a closely related field.
- Must possess a valid Nevada Class C Driver's License at time of appointment.

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Salary and Benefits:

\$60,000 annually. This position will be full-time, non-classified and exempt.

Salary reflects retirement (PERS) contribution by both the employee and the employer. An employer paid contribution plan is also available at a reduced gross salary.

The State of Nevada has an excellent benefit package that 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 a deferred compensation plan are available.

Location:

Las Vegas, Nevada

Travel Requirements:

Frequent travel within Nevada is required. Occasional out of state travel.

To Apply:

Please send resumes via email to Michelle Sibley at msibley@diversifynevada.com or by mail at:

Nevada Governor's Office of Economic Development
Attn: Michelle Sibley
808 West Nye Lane
Carson City, NV 89703

Application Deadline:

Resumes will be accepted until recruitment needs are satisfied.