



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

Public Relations Specialist – Cultural Affairs

Posted: November 23, 2016

Recruitment:

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

Department Responsibilities:

The Nevada Department of Tourism and Cultural Affairs consists of the Division of Tourism, the Division of Museums and History, the Nevada Arts Council and the Nevada Indian Commission. The Department has administrative offices in Carson City and Las Vegas, as well as state museum locations in Carson City, Reno, Ely, Las Vegas, Overton and Boulder City.

Annual Salary:

Up to \$75,061 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.

The Position:

A full-time unclassified position located within the Nevada Division of Tourism/TravelNevada. The Division has offices in both Carson City and Las Vegas. The Public Relations Specialist will focus on the Division of Museums and History, the Nevada Arts Council, and the Nevada Indian Commission, and reports to the Chief Communications Officer for the Division of Tourism.

General Description:

The Nevada Division of Tourism is seeking a Public Relations Specialist to support the Division of Museums and History, the Nevada Arts Council, and the Nevada Indian Commission, and to coordinate efforts with the Division of Tourism. Duties include:

Write news releases, create informational brochures, coordinate and script public service announcements, and research and author articles for publication and/or to inform the public of activities or items of interest; organize, draft and edit material for printing or publication and distribution; evaluate advertising and promotional materials for compatibility with public relations efforts.

Create social media campaigns that help drive conversation and engagement among history, railroad, arts and cultural enthusiasts across all owned, vertical and earned media channels. Key performance measures around ability to engage audiences and drive ticket sales, grants participation and general interest conversation via social media channels.

Establish and maintain effective working relationships with state and local government officials and media representatives; respond to queries and direct questions to appropriate staff; arrange press conferences and notify media representatives of newsworthy events.

Develop internal and community relations publicity campaigns designed to build agency morale, community support, and a positive agency image and identity.

Collect articles, recordings of radio and television newscasts, and other informational releases pertaining to the agency; maintain informational files of background information; file information in order to monitor and maintain records of press coverage.

Determine the need for photos or receive photo requests; arrange for appointments or photo shoots; select site and equipment; determine aesthetics and lighting; select poses or angles; print quality photos and/or prepare for publication; write scripts; determine sequence for slide presentations; and create multimedia presentations.

Perform related duties as assigned.

Position requires up to 25% of travel throughout Nevada.

Qualifications:

Education and experience: Bachelor's degree in public relations, communications, English, or related field; three (3) years' experience in public relations.

Minimum Requirements:

- Three (3) years' experience in public relations
- Demonstrated experience coordinating and being the subject of news interviews
- Fluency in AP Style
- Demonstrated experience driving conversation on owned and vertical social media channels
- Basic .html programming and extensive word processing

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/Public Relations Specialist/How you heard about this position

The State of Nevada is an Equal Opportunity Employer