



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

- Research Manager-

Posted: December 23, 2014

Recruitment:

Open to all qualified candidates; **résumés** accepted until position is filled.

The Position:

TravelNevada/Nevada Commission on Tourism generates revenue for the state of Nevada by increasing domestic and international tourism. TravelNevada is a division within the Nevada Department of Tourism and Cultural Affairs (NDTCA). It is the only agency that markets and promotes the entire state of Nevada as a visitor destination and has done so for 30 years. Working within the integrated marketing team, this key position is responsible for designing, developing and implementing a complete tourism marketing research program.

APPROXIMATE ANNUAL SALARY:

Salary range of \$65,000 - \$77,600 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.*)

*Please note: Furlough leave is mandatory for Nevada State employees and will result in a reduction of income of approximately 2.3% (or 4 hours per month) starting July 1, 2011 through June 30, 2015. The salary listed above does not reflect the reduction from the required furlough.

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.

RESPONSIBILITY DETAIL:

Under the direction of the Director of Marketing, the Research Manager is responsible for managing the Department of Tourism and Cultural Affairs (NDTCA) consumer market research and iCRM/database.

Responsibilities Include:

- Oversees the development, coordination and administration of various NDTCA research surveys, statistical databases, projects and reports
- Establishes and manages all aspects of statewide visitor statistics and NDTCA data, including the collection, tabulation and analysis/interpretation
- Produces a quarterly visitor statistics publication, *Discover the Facts*
- Acts as the point person for the communication of statistical information both internally and externally
- Develops in-house surveys to measure website visitor experience/satisfaction, collateral impact on travel, *Nevada Magazine* subscriber impact on revenue and trade show impacts on bookings to Nevada
- Administrates research projects involving third party research firms (ad/marketing effectiveness, economic impact research/traveler spending, visitor study, web usability, ad/copy testing and brand research) from the request for proposal (RFP) process through the final report
- Responsible for annual survey requests pertaining to the agency's budget
- Assists the Business Office in the preparation of schedules used to forecast room tax revenues and

- expenses along with measurement indicators that are used to support the agency's biennial budget
- Collects and reports international publicity valuation for the public relations department:
 - Integrates reports received from the Public Relations agency into the global publicity report
- Oversees all tracking related to marketing and advertising to determine the overall value to the agency, in the form of a return on investment (ROI)
- Develops tracking mechanisms for online goal/conversion metrics and any associated web/email tracking related to NDTCA's marketing and advertising campaigns using Google Analytics
- Directs iCRM/database management functions, including scoring metric models, campaign reporting, dashboard design/graphs and web analytics integration
- Evaluates and prepares staff recommendations regarding the preponderance finding as it relates to Star Bond projects
- Continually seeks opportunities to grow professionally
- Constantly monitors and updates NDTCA's research and statistics best practices by staying abreast of and implementing leading-edge research craft and techniques

TO QUALIFY:

The ideal candidate will possess a number of technical and project management skills, including:

- Bachelor's degree in Marketing, Psychology, Sociology, Statistics, Mathematics or related field, with an advanced degree preferred
- Minimum of five (5) years of experience in market research as an analyst, senior analyst, supervisor, or project manager with duties focused on identifying and validating data and marketing objectives showing a continued track record of innovation, creativity, and reporting results; one-three (1-3) years of experience proactively identifying marketing insights that support overall company strategy with duties in communications, advocacy or external relations; five (5) years travel/hospitality experience preferred
- The ideal candidate will be able to provide case studies highlighting skills at guiding marketing direction through his or her ability to design, develop and implement strong, research-based findings
- It is expected that the candidate provide examples of prior research surveys/questionnaires/screeners they have developed
- A keen insight into Nevada, what makes it special and why the Silver State appeals to travelers and residents alike
- Excellent analytical skills with a logical and thoughtful approach to problem solving and meticulous attention to detail
- A proven level of experience working with analytical software and tools (e.g. Google Analytics, Cognos, Facebook Insights, Google Adwords, Radian6, Excel, website optimization tools for A/B and multivariate testing, etc.)
- A proven level of experience in current analysis techniques, concepts, procedures, trends and best practices, including segmentation, factor analysis, correlation analysis and regression analysis with global marketplace experience in multiple languages preferred
- Proficient verbal, written, creative visualization and interpersonal communication skills. Must possess ability to clearly communicate overarching strategic concepts, detailed data and conclusions in an organized, concise and meaningful manner for audiences with varied levels of expertise
- Self-motivated, with the ability to work well independently to lead projects proactively
- Ability to work on a team in a manner that builds trust, rapport, and strong working relationships
- An understanding of public sector business processes would be beneficial
- A Project Management Certification, or demonstrable interest in Project Management

POSITION LOCATION: Carson City, Nevada

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 to: dibart@admin.nv.gov

In subject line please reference: **DTCA Research Manager**

Or mail to:

Agency HR Services

Attn: Hope DiBartolomeo

2200 S. Rancho Dr. Ste. 1400

Las Vegas, NV 89101

702-486-5413

The State of Nevada is an Equal Opportunity Employer.