



Steve Sisolak | Governor
Lisa Cano Burkhead | Lieutenant Governor
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401 North Carson Street
Carson City, NV 89701

Unclassified Job Posting – 11/29/22 Chief Marketing Officer, Nevada Division of Tourism

RECRUITMENT OPEN TO:

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

LOCATION:

Carson City, Nevada

AGENCY RESPONSIBILITIES:

The Division of Tourism operates within the Department of Tourism and Cultural Affairs to help achieve the Governor's strategic priority of a vibrant and sustainable economy. In addition to managing state tourism efforts, the Division provides communities and businesses with development resources, training, and grant assistance that help bolster local economic bases and diversify regional economies.

APPROXIMATE ANNUAL SALARY:

Approximately \$90,931 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. This position is available for up to a 50% remote work schedule.

POSITION DESCRIPTION:

Travel Nevada (Nevada Division of Tourism) is seeking a Chief Marketing Officer to lead a tourism/brand marketing team. The ideal candidate will bring a background in analysis and forecasting to inform and implement a robust marketing strategy. Reporting to Chief Deputy, Administration, this position will lead an innovative creative/content team to reach the agency's marketing goals.

Reports to: Deputy Director, Department of Tourism and Cultural Affairs

Supervises:

- Art Director
- Marketing Manager
- Content Development Manager
- Marketing Strategist

- Social Media Specialist

As a department director, the following job description offers guidelines for performing at a minimum level. It is expected that professional initiative, proactively incorporating best practices of other state marketing organizations, and providing innovative ideas will reveal additional opportunities and help drive the organization to new levels of success.

Administration

- Manages and directs staff in the advertising, digital, brand creative and partner-driven programming functions.
- Tenaciously monitors results, ensuring all advertising and digital programs reach and/or exceed results as outlined in the marketing plan.
- Establishes the marketing department's fiscal objectives and monitors ongoing budget usage.
- Ensures all agencies of record are working collaboratively and cohesively in the direction established by Travel Nevada.
- Acts as day-to-day contact with third party vendors including: advertising/media digital development, and creative agencies. Manages contracts, invoices and ensures intended results are reached.
- Participates in advertising/digital-focused industry groups and forums on the local and national level and provides best practices insights back to Travel Nevada.
- Manages the NCOT Marketing Committee, which advises on creative direction and media expenditure.
- Works in concert with the Publishing Editor of Nevada magazine and Visitor Guide to ensure brand and content direction are aligned.
- Directs staff and integrated agency to ensure all marketing materials are brand compliant and oversees the securing of licensing for creative materials produced in-house and used in production (photography, video, music, etc.)

Marketing Research Strategy

- Develops the marketing elements of the annual Travel Nevada marketing plan and contributes to the overall strategy.
- In partnership with the Research Manager, develops integrated data processes, appropriate performance measures to gauge success and applies these methods to strategic planning and implementation.
- Works closely with the Research Manager to analyze the effectiveness of advertising campaigns for future initiatives.
- Monitors and revises strategy based on research, traveler preferences and external/economic conditions.

Media Buying

- Works in collaboration with the media buying agency to develop a comprehensive media strategy to meet the marketing objectives by utilizing media research tools, internal research and industry market knowledge. Present these strategies at the Nevada Commission on Tourism and Marketing Committee meetings, integrating insights from the committees into the final strategy.
- Buys and/or oversees the domestic advertising buys including broadcast, digital, radio, outdoor, print, and mobile.
- Monitors all media buys to ensure a consistent and relevant message pursuant to the environment and offerings of the state – revises media buy to reflect situational changes.

- Oversees and monitors ongoing campaign performance, ensuring campaigns are executed properly and meet marketing objectives.

Creative Development

- Oversees the brand management and advertising creative direction.
- Works with creative agency to develop creative pieces, ensuring brand and message consistency, proper inclusion of Nevada tourism partners.
- Works with staff to help manage in-house support of creative projects.

Digital Development

Works with digital development agency to provide the following:

- Overall strategic direction for the development, execution, and maintenance of the websites.
- Establishment of the search engine optimization strategy (SEO) including keyword development, content, meta data, and linking strategy.
- Analysis of site traffic to TravelNevada-related web and mobile sites by utilizing Google Analytics to determine future initiatives.

All other duties and responsibilities as assigned.

MINIMUM QUALIFICATIONS:

College Degree from an accredited college or university preferred in marketing, advertising or related field or 10 years of related experience. This leader must be knowledgeable about the tourism industry and have experience working with multiple sectors of the industry. Specific familiarity with Nevada's tourism environment is a plus.

TO APPLY:

Submit your application, including a resume, college transcripts, and three professional references through the posting found at <https://nv.jobs2web.com/job-invite/15154/>.

The State of Nevada is committed to Equal Employment Opportunity/Affirmative Action in recruitment of its employees and does not discriminate on the basis of race, color, national origin, religion or belief, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, domestic partnership, genetic information (GINA), or compensation and/or wages.