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STAVROS ANTHONY  
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Governor  
Lieutenant Governor  
Director



# NEVADA TOURISM & CULTURAL AFFAIRS

## UNCLASSIFIED JOB ANNOUNCEMENT

Posted – October 2, 2023

### CHIEF EXECUTIVE OFFICER

Nevada Division of Tourism

#### RECRUITMENT OPEN TO:

The State of Nevada is currently accepting applications from qualified individuals for the position of Chief Executive Officer (CEO) for the Division of Tourism (also referred to as "Travel Nevada"). The CEO oversees fiscal management, marketing, communications, industry development and the official publication of Travel Nevada, *Nevada Magazine* and *Visitors Guide*. This is an open competitive recruitment, open to all qualified applicants.

#### APPROXIMATE ANNUAL SALARY AND BENEFITS:

Depending on qualifications, up to **\$124,671** annually, plus benefits. *\*Salary range reflects retirement (PERS) contributions by both employer and employee. An employer paid contribution plan is also available with a reduced gross salary.* 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 also available.

#### POSITION DESCRIPTION SUMMARY:

The CEO directs and supervises all administrative and technical activities of the Division, including implementing the strategic plan for tourism, and analyzing the effectiveness of those programs and associated expenditures in cooperation with other governmental agencies that have programs related to visitation to Nevada. In addition to other powers and duties, the CEO attends all appropriate meetings of the Division and reports quarterly to the Nevada Commission on Tourism. The CEO may travel extensively throughout the state of Nevada, within the United States, and internationally. A valid United States Passport is required for the duration of employment.

Additional Duties and Responsibilities include, but are not limited to:

#### Administration

- Manage staff and contracts, implement marketing plans, and direct public affairs efforts.

- Create and manage the Division's budget, including appropriate internal controls and evaluation processes, and recommend changes, if necessary, through financial reports for public accountability and transparency.
- Evaluate current organizational needs and provide direction related to budget; work with appropriate fiscal staff to complete a biennial budget for the legislature.
- Evaluate staffing levels, professional development, succession planning, and organizational efficiency.
- Show a willingness to innovate and continually improve operations as well as creating greater operational efficiencies.
- Employ experts, researchers, and consultants, and enter such contracts with any public or private entities as necessary to carry out the functions of the Division.
- Familiarize themselves with the protocols, procedures, and guidelines of operating a Division within the State of Nevada.
- Present quarterly reports on activities to the Nevada Commission on Tourism and for Department reporting to the Governor's office.
- Represent Travel Nevada at industry and community events.

#### **Strategic Planning**

- Direct the development of a biennial strategic plan to promote travel and tourism development in Nevada.
- Collaborate with staff to identify key goals and objectives.
- Develop benchmarks and Key Performance Indicators, ensuring the Division is making appropriate progress towards the goals outlined within the strategic plan.
- Model transparent communications by engaging with staff regarding strategic decisions and progress made towards accomplishing goals outlined in the strategic plan, and continually optimize to accomplish those goals.

#### **Marketing**

- Ensure that marketing efforts drive tourism and that marketing campaigns are innovative, creative, cost-effective, and reflective of the brand and the mission.
- Develop a comprehensive program of marketing and advertising, for both domestic and international markets, which promotes tourism in Nevada to extend length of stay and increase spending.
- Assist tourism partners in developing local programs for marketing which promote events and attractions in their communities and evaluate the effectiveness of those programs.
- Oversee the dissemination of statistics and other marketing research related to tourism in Nevada, identifying Division needs for specific research studies and data collection.

#### **Communications**

- Ensure that domestic and international earned media efforts support the brand and the mission of Travel Nevada.

- Encourage and foster cooperation between state and federal agencies that have an interest in promoting visitation in Nevada.
- Work with elected officials, business leaders and the statewide industry stakeholder base to build collaboration in support of the stewardship and funding of Nevada's tourism economy.
- Oversee the management of conferences hosted by the Division, including the Rural Roundup, to provide educational programming to tourism partners.

### **Industry Development**

- Oversee the administration of grants of money or matching grants to political subdivisions of the State, fair and recreation boards, and local or regional organizations that promote travel and tourism for the purpose of regional marketing and destination stewardship and development.
- Coordinate and assist the overall visitor experience to Nevada through industry resources and education.
- Oversee domestic and international market development through trade and consumer engagement, identifying areas of potential market growth.
- Foster positive and consistent communication with statewide partners.
- Drive statewide strategic planning efforts to ensure Travel Nevada branding and funding is being used to support statewide efforts.

### **TO QUALIFY:**

- Degree from an accredited college or university with a Major in Business Administration or Public Administration with studies in communications and/or marketing and ten (10) years of experience in a closely related field; OR an appropriate combination of education and experience.
- A working knowledge and understanding of the tourism and travel industry. Knowledge, understanding and experience in rural Nevada is a plus.
- An understanding of destination marketing, media buying, and public relations.
- Global perspective with an emphasis on tourism and travel.
- Innovative approach to recognize and develop tourism potential.
- Professional stature in the tourism and travel community.
- A proven track record in developing and successfully marketing a community, region, state, or destination.
- Experience developing and managing a large, multi-faceted operating budget.
- Leadership experience within a state or local government a plus.
- Experience managing a large staff, including administering department integration and professional development.
- Attention to detail, presentation skills, a team-building approach to leadership, and excellent communication skills in terms of listening, writing, public speaking and social media are also important attributes.
- Public speaking skills are a must as the CEO will be required to represent the agency in the media, legislature, and community and speak at meetings and/or conferences.

**POSITION LOCATION:** Travel Nevada's offices are located in Carson City, Las Vegas, and Reno, 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.)

**TO APPLY:**

**Please submit a resume, letter of interest, and three professional references to:**

Attention: Mary Ellen Kawchack

[mkawchack@travelnevada.com](mailto:mkawchack@travelnevada.com)

Subject: Chief Executive Officer

*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.*