



**Steve Sisolak** | Governor  
**Lisa Cano Burkhead** | Lieutenant Governor  
**Brenda Scolari** | Director

401 North Carson Street  
Carson City, NV 89701

### **RECRUITMENT OPEN TO:**

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

### **AGENCY RESPONSIBILITIES:**

The Department of Tourism and Cultural Affairs is comprised of the Division of Tourism, the Division of Museums and History, the Nevada Arts Council, and the Nevada Indian Commission. Together these agencies serve a shared mission to improve the quality of life for Nevada residents through the betterment of Nevada's cultural assets and the promotion of those unique assets to visitors from around the world.

### **APPROXIMATE ANNUAL SALARY:**

Up to \$62,922.00 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.

### **JOB DESCRIPTION**

The Content Marketing Specialist is responsible for overseeing and executing content strategy. They need creative vision, collaboration skills, the ability to understand and work with stakeholders, and the ability to see the big picture for state cultural agency goals. The Content Marketing Specialist is accountable to deliver content that is engaging, meets KPIs/metrics, and drives revenue through content.

The Content Marketing Specialist is responsible for working with the leadership teams of the Division of Museums and History, the Nevada Arts Council, and the Nevada Indian Commission to come up with unique content ideas for publication across owned online and digital platforms. Duties include conducting research to learn about content goals and target audiences, participating in meetings with management and staff to identify objectives, becoming knowledgeable about each agency's programming and then creating content to meet those objectives within effective time frames.

- Working with DTCA PR staff, Directors, and other team members to produce content
- Researching and staying up-to-date on the latest developments in terms of search engine optimization, content trends and stakeholder behavior
- Updating older content to meet new content needs
- Ensuring consistency across all content, from websites to social media channels and videos
- Maintaining a calendar of project deadlines and content launch dates
- Overseeing the development and launch of new content channels

**TO QUALIFY:**

College Degree from an accredited college or university preferred, with emphasis on communications. Must be skilled in Word Press or other content management systems and have strong writing ability. Brief sample will be requested upon interview selection. In addition, the applicant should have a background in writing, social and traditional media, and content development. An understanding and/or an appreciation of Nevada’s history, art, and culture is preferred. Any basic graphic design, photography, or videography skills are a plus.

**Key Qualifications:**

- Works with teams to ideate and define content goals
- Develops and implements content strategies for clients
- Adapts concepts and content to all channels, keeping in mind all deliverables when creating a content strategy and implementation plan and keeping all messaging consistent
- Develop concepts of outstanding quality for interactive/web from concept to production (storytelling), either collaboratively or independently
- Uses content to drive reach, reputation and revenue for clients on a variety of digital platforms (blogs, websites, social media) and traditional outlets (PR, printed newsletters, etc.)
- Create all social media content calendar copy for clients based on approved strategies
- Write digital copy as needed for websites and any other applicable platform; has an understanding of user experience, keywords and SEO
- Tracks consumer and content analytics and generates reports and presentations
- Other duties as assigned

**Desired Experience and Skills**

- 3-5 years in marketing experience
- Fluid in Wordpress page creation with the content management interface
- Strong portfolio of bringing new ideas and technology to the table for implementation of content strategies

- A creative problem solver that can multi-task and juggle several projects at a time
- Excellent planning and organizational skills
- Strong interpersonal skills, team building and collaboration
- Works well under pressure in a fast-paced digital environment

**POSITION LOCATION:** Carson City or Las Vegas, 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:**

Sarv Long @ [s.long@admin.nv.gov](mailto:s.long@admin.nv.gov)

In subject line please reference: Content Marketing Specialist

OR CLICK LINKS BELOW TO APPLY THROUGH THE STATE OF NEVADA'S WEBSITE

Internal candidates:

<https://hcm20.ns2cloud.com/sf/jobreq?jobId=8609&company=SONHCM20>

External candidates:

<HTTPS://NV.JOBS2WEB.COM/JOB-INVITE/8609/>

*The State of Nevada is an Equal Opportunity Employer.*