

JOE LOMBARDO
STAVROS ANTHONY
BRENDA SCOLARI

Governor
Lieutenant Governor
Director



NEVADA TOURISM & CULTURAL AFFAIRS

UNCLASSIFIED JOB ANNOUNCEMENT

Posted – June 21, 2023

TRAVEL NEVADA- CHIEF INDUSTRY DEVELOPMENT OFFICER

Division of Tourism and Cultural Affairs

RECRUITMENT OPEN TO:

This is an open competitive recruitment, open to all qualified applicants. This position is appointed by and serves at the pleasure of the Director over the Division of Tourism and Cultural Affairs (DTCA).

APPROXIMATE ANNUAL SALARY:

Up to \$98,819 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. Salary does NOT reflect July 1, 2024 COLA increases which will inflate the maximum salary amount.)*

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 also available.

POSITION DESCRIPTION:

Administration – This position: manages and directs a team of staff engaged in market development and industry programs to ensure that best-in-the field programming is available to tourism partners; tenaciously monitors results, ensuring industry programs reach and/or exceed results as outlined in the strategic plan; establishes Industry Development fiscal objectives; monitors ongoing budget expenditures; manages contracts, invoices and provides oversight of third party vendors including international representative offices, venues hosting the annual Rural Roundup conference, and others as identified; works with internal staff to ensure the marketing and public relations teams in the DTCA are aware of and engaged as needed with the industry development programs; ensures Travel Nevada retains an industry leadership position through being an active participant in the state and national travel and tourism industry; participates as part of appropriate local and national boards and as a speaker at industry conferences; advocates for best practices and innovative tactics; and presents oral and written reports regarding department activities and program metrics to the Nevada Commission on Tourism, key stakeholders, and industry groups.

Travel Nevada Staff /Direct Reports include:

- Destination Development Manager
- International Markets Manager
- Industry Relations Specialist, Las Vegas
- Industry Relations Specialist, Reno
- Administrative Assistant, Vacant

Industry Development Programs – This position: oversees the Rural Marketing and Destination Development grant programs, and all other industry communications programs identified in the Travel Nevada strategic plan; manages Territory Advisory and Destination Development Working Group committees; amplifies partnerships and opportunities for enhancing grant offerings through incorporating best practices and partner input; directs the planning and hosting of the annual Rural Roundup industry conference; and engages the Nevada tourism industry through Territory meetings, assisting those organizations to grow and further benefit their regions.

Industry Communications - In collaboration with the PR team, this position: produces and elevates the industry partners newsletter and monthly industry video calls; works with the marketing and communications team to develop messaging and other materials that convey opportunities and education; manages the online training platform for regional hospitality and visitor-facing training; develops and manages the industry website, travelnevada.biz, expanding educational offerings whenever possible; and manages the industry partner database.

Domestic Market Development – This position: implements travel trade strategies, analyzing trends and identifying opportunities to collaborate with national and local partners such as National Tour Association, Las Vegas Convention and Visitors Authority, Reno Sparks Convention and Visitors Authority; establishes objectives and goals for travel trade and consumer engagement, including identifying trade and leisure shows, trade outreach events/trainings and other business development opportunities that provide the highest return-on investment; and develops and administers a tracking tool, showcasing identified metrics for leads generated through domestic industry efforts.

International Market Development – This position: directs and oversees the organization's international market objectives and initiatives currently in Canada, Mexico, United Kingdom, Australia and Germany; manages international representation to develop annual marketing and trade programs; ensures all marketing materials are accurate and brand compliant; represents Nevada at international trade shows including IPW and others in key markets as identified; represents Nevada at in-market missions, trade shows, and special events; manages the online tour operator training portal; and works with Brand USA to develop partnerships and identify opportunities for value-added marketing.

TO QUALIFY:

College Degree from an accredited college or university, preferably in marketing, communications, strategic planning, hospitality, or travel and tourism, 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. Familiarity with Nevada's tourism environment is a plus.

POSITION LOCATION: Carson City, Reno, or Las Vegas, Nevada, depending on the qualified candidate.

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:

MKAWCHACK@TRAVELNEVADA.COM

SUBJECT: TRAVEL NEVADA- CHIEF INDUSTRY DEVELOPMENT OFFICER POSITION

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.