

Title: Destination Development Manager
Location: Las Vegas or Carson City
Reports to: Chief Industry Development Officer
Salary Range: \$72,000 - \$82,000

Destination Development Specialist

Position Summary

The Destination Development Manager engages Nevada's rural communities with the goal of improving the quality of tourism-related infrastructure. Through partner relationships, the Destination Development Manager works to enable communities to be more intentional about the way their visitor economies develop over time. They will manage all projects related to Travel Nevada's destination development initiatives as outlined in its [Strategic Plan](#).

The Destination Development Manager will be expected to provide leadership and direction for internal staff in evaluating and recommending projects related to long-range tourism-based initiatives that drive economic impact and development. They will be working closely with stakeholders across rural Nevada in six designated areas – Cowboy Country, Pony Express, Nevada Silver Trails, Reno-Tahoe, Las Vegas and Indian Territories – and in collaboration with federal and state agencies, city and town governments, individual businesses, and local residents.

Key Duties and Responsibilities

- Administers Travel Nevada's Destination Development program
 - Develops a dedicated grant application and guidelines to identify candidates for program.
 - Establishes metrics and reports results to measure program outcomes, with regular reporting of results to the Chief Industry Development Officer and Nevada Commission on Tourism.
 - Manages an annual budget to support program initiatives.
 - Initiates and completes Request for Proposals for any contracted Destination Development work.
 - Manages all companies contracted for Destination Development work.
 - Participates in all Destination Development workshops and related meetings.

- In concert with key stakeholders, provides leadership and direction for initiatives to drive rural economic development through tourism, that supports the creation and promotion of high-quality tourism assets.
 - Manages effective communication with Travel Nevada and industry partners engaged in destination development and promotion including but not limited to Nevada Main Streets, Chambers of Commerce, DMOs and Territories.
 - Collaborates with state and federal agencies including but not limited to the Governor's Office of Economic Development, Nevada Division of Outdoor Recreation, Nevada State Historic Preservation Office, Nevada Museums Association, Nevada State Parks, Bureau of Land Management, US Department of Agriculture, and US Forest Service.
 - Meets regularly with Travel Nevada staff, particularly the Rural Programs Manager, regarding partner updates and known agency collaborations (ie Outdoor Recreation Coalition)
 - Maintains a database and manages outreach with stakeholders to build an understanding of Travel Nevada's Destination Development Program.

- Directs development and growth of rural Nevada tourism experiences through the Destination Development Program.
- With the Rural Programs Manager, launches and maintains the Travel Nevada's Ambassador program which certifies, engages, and incentivizes stakeholders through an online training platform
- Administers Destination Development grants
 - Provides support and guides industry partners throughout the grant application process.
 - Assesses all Destination Development grant requests submitted through the online grant system and communicates with grant applicants regarding the application process.
 - Verifies and ensures applications meet all submission requirements including non-profit eligibility and grant guideline compliances.
 - Evaluates and recommends grant applications that align with Travel Nevada's brand pillars and that is equitable across the state's rural areas.
 - Notifies applicants in writing regarding awards and denials.
 - Manages and maintains grant documents and data.
 - Prepares and presents grant reports to Nevada Commission on Tourism. Keeps Chief Industry Development Officer apprised of all grant matters, including number of grants submitted, grants recommended, dollar amounts requested, dollar amounts recommended, etc.
 - Provide administrative support for the Territory Advisory Committee (TAC) meetings which meets to review grant recommendations
 - Monitors and tracks all Destination Development projects that have been awarded grants through to completion.
- Works in tandem with the Rural Programs Manager who administers the Rural Marketing Grant Program which supports marketing events and activities related to tourism promotion and destination development
- Other duties as assigned by supervisor.

Essential Skills & Competencies

- Demonstrated leadership skills with the ability to communicate and implement Travel Nevada's vision and strategic plan with enthusiasm, building positive participation with stakeholders.
- Adept at diplomacy, negotiation and issue resolution, managing conflict and disagreement through collaborative discussion to reach positive conclusions.
- Highly developed oral and written communication skills with the ability to articulate key points, interpret non-verbal communication, and use active listening to adjust one's communication style to optimize personal effectiveness.
- Is results driven, sets goals, aggressively track results and produces accurate reports
- Demonstrated skills in project management, budgeting, and coordination of multiple projects and assignments.
- Ability to work with a wide variety of people at all levels, exercises confidentiality and discretion as appropriate.
- Ability to network, build relationships and influence internal and external stakeholders at every level within a diverse population of organizations, associations, and interest groups.
- Excellent time management skills, including demonstrated ability to meet deadlines and prioritize multiple projects

- Works effectively independently as well as collaboratively with a team of colleagues and stakeholders
- Ability and willingness to work the occasional evening and/or weekend

Education & Experience

- Four-year college degree in business, marketing, communications, or related subjects.
- A minimum of 3 years' experience in tourism marketing, destination development or related field.
- Experience in culture and heritage tourism, outdoor adventure, marketing, rural economic development, and community relations strongly preferred.

How to Apply

For internal candidates, please use the following link:

<https://hcm20.ns2cloud.com/sf/jobreq?jobId=8414&company=SONHCM20>

For external candidates, please use the following link:

<https://nv.jobs2web.com/job-invite/8414/>