



Joe Lombardo | Governor
Stavros Anthony | Lieutenant Governor
Brenda Scolari | Director, Dept. of Tourism & Cultural Affairs

401 North Carson Street
Carson City, NV 89701

Unclassified Job Announcement
Posted March 12, 2024

GLOBAL MARKET MANAGER

RECRUITMENT OPEN TO:

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

APPROXIMATE ANNUAL SALARY:

Approximately \$85,000 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 any upcoming 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; 12 paid holidays, and paid sick and annual leave. Other employee-paid benefits such as deferred compensation plans are also available.

POSITION DESCRIPTION:

Under the direction of the Chief Industry Development Officer, the Global Market Manager is responsible for implementing Industry Programs as established in the Strategic Plan, with emphasis on executing successful travel trade programs internationally, resulting in bookable product and an increase of bookings to rural Nevada.

The Global Market Manager:

- Manages and monitors all promotional activities related to Canada, LATAM, Australia, Germany, and the UK, ensuring show, fam and mission schedule is strategic, cohesive, and implementable based on goals, bandwidth, and budget.
- Through collaborations with national and local partners, implements and maintains all travel trade programs related to the promotion of Nevada as a global travel destination, ensuring established goals are met and providing the highest return on investment and reporting on outcomes.
- Keeps up to date on global tourism economy trends and monitors possible emerging markets for Nevada.

- Works with the Domestic Market Manager to develop, implement, and maintain a receptive strategy to educate US-based receptive operators of Travel Nevada products and packaging.
- Actively plans, organizes, and leads global FAM tours and mission events with partners, with up to 40% of travel time annually.
- Implements special programs on behalf of the Industry Development department as delegated.

TO QUALIFY:

College Degree from an accredited college or university preferred in marketing, communications, strategic planning, hospitality, or travel and tourism OR five to seven years of related experience. This leader must be knowledgeable about the tourism industry and global economies. Familiarity with Nevada’s tourism environment is a plus.

POSITION LOCATION: Reno or Las Vegas, Nevada

TO APPLY:

Please submit a **resume, letter of interest, and three professional references** with the subject line “Global Market Manager” to mkawchack@dtca.nv.gov.

APPLICATIONS 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.

The State of Nevada is an equal opportunity employer dedicated to building diverse, inclusive, and innovative work environments with employees who reflect our communities and enthusiastically serve them. All applicants are considered without regard to 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.

