

Title: Industry Relations Specialist – North
Location: Carson City
Reports to: Chief Industry Development Officer
Salary Range: \$65,000 - \$75,000 based on experience

Industry Relations Specialist

Position Summary

The Industry Relations Specialist is one of two positions who serve and the key point of contacts between Travel Nevada and its tourism stakeholders within the state. Each Specialist is assigned regional coverage of the state in two areas – Northern and Southern Nevada. As Travel Nevada’s industry liaison, the Industry Relations Specialist will work closely with stakeholders across rural Nevada in assigned regions across six designated areas – Cowboy Country, Pony Express, Nevada Silver Trails, Reno-Tahoe, Las Vegas and Indian Territories. They will engage with Nevada’s rural communities to effectively assess the needs of Travel Nevada’s stakeholders and partners and support these communities by providing solutions and resources to enhance their tourism efforts.

The Industry Relations Specialist is expected to provide leadership and community insights to Travel Nevada staff by maintaining continual communication with partners across the Silver State, including but not limited to DMOs (territories, counties, cities, chambers of commerce, and main streets, visitors centers who serve as a destination marketing organization,) hotels, attractions, tour companies, transportation services and other tourism service providers. They will develop and implement educational programs as needed to increase partner knowledge around destination marketing and management.

The successful candidate will be working in tandem with the Destination Development Manager and the Industry Relations Specialist South to assist in the evaluation and awarding of the grant programs and producing the Rural Roundup Conference. They will also create, launch and maintain Travel Nevada’s ambassador program which is an industry-facing platform focused on improving visitor’s experience as outlined in our [Strategic Plan](#).

Key Duties and Responsibilities

Responsible for gathering and evaluating the needs within the rural tourism industry in Nevada and providing solutions and recommendations to help solve issues and challenges.

- Acts as liaison with tourism industry partners throughout the state.
- Is an active and engaged partner in stakeholder meetings across designated rural territories, apprises partners of opportunities available to their respective communities, communicates agency initiatives and programs, drives community engagement, gathers partner insights and perspectives.
- Actively promotes Travel Nevada co-op programs as well as Rural Marketing and Destination Development grants.
- Compiles industry updates and relative information from industry for Travel Nevada staff to be promoted through all internal assets where relevant.
- Maintains an updated industry database.
- Helps administer and leads educational programs designed to educate rural partners on bookable product development and packaging.
- Assists the Market Manager on all receptive familiarization (FAM) tour opportunities by communicating FAM needs to Nevada partners and matching FAM needs with partner offers.

- Jointly leads the DMO Think Tank, a monthly call to support DMOs across the state along with the Industry Relations Specialist in the South.
- Develops and manages the ambassador training program, an educational tool and resource platform for front line staff and industry partners who directly engage with the visitor.
- Provides the Public Relations Specialist with content updates for Travel Nevada's social media industry channels.
- Implements a receptive strategy to educate US-based receptive operators of Travel Nevada products and packaging.
- Leads and attends domestic receptive events as needed.

Grants Program

Leads the grant programs, with shared responsibilities in the review, evaluation and distribution of Travel Nevada's rural marketing and destination grant with the help of the Industry Relations Specialist South

- Reviews and evaluates grant requests submitted through the online grant system and communicates with grant applicants in assigned regions regarding the application process.
- Works with Industry Relations Specialist South to notify applicants in writing regarding awards and denials.
- Verifies non-profit grant eligibility of applicants and compliance of applications with grant guidelines and that submission criteria have been met.
- Meets with the Territory Advisory Committee (TAC) to discuss grant submissions and make recommendations to be presented to the Nevada Commission on Tourism for final approval.
- Works with grant award recipients from designated areas on reimbursements of funds within the identified grant cycles. Ensures that all criteria have been satisfied, funds were spent according to original grant recommendation, back-up documentation and final evaluation has been properly submitted.
- Ensure all State statutes and Division guidelines for compliance are followed.
- Keeps Chief Industry Relations Officer apprised of all grant matters, including number of grants submitted, grants recommended, dollar amounts requested, dollar amounts recommended, organizations which have become out-of-compliance, etc.

Industry Training

- Helps administer and leads educational programs designed to educate our rural partners on development of destinations and products to better serve the travel industry through the Visitor Experience.
- Organizes periodic grant workshops and other educational opportunities intended to educate non-profit organizations about grant funding opportunities that are available to help drive visitation to our rural communities.

Rural Roundup Conference

- Co-produces Travel Nevada's annual Rural Roundup conference for industry partners.
- Identifies and coordinates speakers to ensure conference sessions are relevant to rural Nevada and provides current/future tourism industry trends and best practices.
- Promotes Rural Roundup to partners to boost registrations and sponsorships.
- Contributes to and co-manages the logistical aspects of the conference including speaker content, agenda, run of show and breakout sessions.

- Evaluates all aspects of the conference for future improvement including conducting an internal post-mortem with relevant staff members and deploying and evaluating a post-conference survey.
- Alternatively conducts RFP (request for proposal) process when Rural Roundup is hosted within assigned designated regions.

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 problem solving, 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
- Ability to travel up to 40% of the time.

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 strong preferred.

How to Apply

Please use the links below for digital applications:

External Candidates: <https://nv.jobs2web.com/job-invite/10346/>

Internal Candidates: <https://hcm20.ns2cloud.com/sf/jobreq?jobId=10346&company=SONHCM20>