



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

MARKET DEVELOPMENT COORDINATOR

RECRUITMENT OPEN TO:

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

APPROXIMATE ANNUAL SALARY:

Approximately \$70,000 per year plus benefits. *(Salary 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 Market Development Coordinator is responsible for coordinating efforts to execute successful industry programs globally.

The Market Development Coordinator:

- Supports relationships with industry partners statewide by keeping up-to-date on industry partner updates and liaising with internal staff to ensure proper communication for hospitality training, industry relations, and promotion.
- Coordinates needs for tradeshow, missions, and events, including communication, content, and collateral needs.
- Manages Travel Nevada's CRM software, maintaining an updated industry database with input from the Industry Development Team.
- Supports Industry Development Team activities including Destination Development, Rural Grant Program, Domestic and Global Market Development, and Industry Communications.

At a minimum, all positions in the Industry Development Department are expected to support the Mission and Vision of Travel Nevada by:

- Working collaboratively with Travel Nevada and Department of Tourism & Cultural Affairs team members.
- Keeping a pulse on tourism businesses in rural Nevada.
- Promoting new and existing tourism business engagement.
- Implementing and executing other duties as assigned by the Chief Industry Development Officer, including special programs and initiative.

Travel may be up to 25% of work schedule, mostly in rural Nevada.

TO QUALIFY:

College Degree from an accredited college or university preferred in marketing, communications, strategic planning, hospitality, or travel and tourism OR two to three years of related experience. 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 subject line "Market Development Coordinator" 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.

