



Steve Sisolak | Governor
Kate Marshall | Lieutenant Governor
Brenda Scolari | Director

CARSON CITY OFFICE
401 North Carson Street
Carson City, NV 89701

SOUTHERN NEVADA OFFICE
4000 S. Eastern Ave., Ste. 240
Las Vegas, NV 89119

UNCLASSIFIED JOB ANNOUNCEMENT

Posted – October 19, 2021

Marketing Manager, Department of Tourism and Cultural Affairs, Division of Tourism

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 Department of Tourism and Cultural Affairs, Division of Tourism.

AGENCY RESPONSIBILITIES:

The primary mission of the Division of Tourism is to generate revenue for the State of Nevada through tourism activities. We accomplish this through a strategic integrated marketing plan that consists of a robust research program; public relations, public affairs and social media outreach; traditional and digital advertising and customer engagement programming, customer relationship management, fulfillment, web and mobile application development; domestic and international sales; and grants and educational programs and conferences designed to enhance business opportunities for Nevada's tourism industry.

APPROXIMATE ANNUAL SALARY:

Up to \$70,000 annually 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.*)

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 available.

POSITION DESCRIPTION:

Under direction of the Chief Marketing Officer, this position supports the implementation of the agency's marketing initiatives. The marketing manager works with all staff to ensure that all creative and marketing projects adhere to determined timelines and are brand-compliant.

- Oversees marketing project management
 - Creates and tracks annual project management master calendar for all marketing programming.
 - Ensures materials are completed and shepherded in a timely manner.

- Stays up-to-date on the current project management tool and communicates programmatic updates and changes to staff.
- Works in collaboration with Division of Tourism integrated marketing agencies of record to develop and track a full agency calendar, ensuring marketing programs are begun and completed within the associated timeframes
 - Attends status meetings, prepared to identify items that need to be addressed.
 - Participates in planning meetings, offering strategic input and disseminating desired outcomes
 - Tracks group email responses to respond to requests/projects in a cohesive voice that represents the Travel Nevada marketing team
- Oversees in-house creative production for agency programs
 - Works with the CMO and Art Director to identify a timeline for completing collateral materials for:
 - Trade shows;
 - Sales missions;
 - Conferences;
 - Visitor's Guide; and
 - Other programs as identified
 - Works with the CMO, Art Director and Industry Development teams to develop promotional materials for use in industry development programs and in international markets.
 - Ensures RFP/Q and quote protocol is followed for collateral and other produced materials.
 - Proofs and traffics creative collateral.
- Coordinates media asset needs
 - Works closely with CMO, Art Director, and content team to identify creative needs for all aspects of brand campaign and micro campaigns.
 - Works directly with integrated agencies on campaign logistics, imagery needs, copy requests, etc.
 - Coordinates creative specifications, logistics, and trafficking of advertising placements with agency.
 - Works with publications on independently-placed media buys and coordinates, proofs, and traffics assets.
- Works with other departments within DTCA and with external vendors and internal marketing department to provide updates to the agency's owned websites as needed
 - Serves as point person for management of TravelNevada.com, ensuring materials are communicated to the web development agency in a timely and complete manner.
 - Works with the Art Director, Public Relations team, and web development team for DTCA's suite of sites to ensure all sites are being properly managed and updated.
- Oversees Fulfillment Program
 - Oversees the domestic call center/fulfillment house operations.
 - Responsible for maintaining the contracts as it relates to postage costs incurred through the consumer fulfillment efforts of the Nevada Division of Tourism.
 - Ensures invoices are processed according to contract timelines and reflect

- response data.
- Works with collateral distribution companies as needed to ensure materials are distributed strategically and at appropriate locations.
- Coordinates RFQ and RFPs for all contractual services relating to fulfillment.
- Communicates with the agency administrative staff to ensure that inventory is being regularly updated, coordinated, and managed.
- Assists the Chief Marketing Officer with budgets and reporting as requested
 - Prepares and reviews incoming invoices for signature
 - Tracks program budgets.
 - Assists with schedule coordination for group meetings, identifying the need for communication for collaborative projects.
 - Stays informed of projects and issues within the marketing department and appraises CMO.
 - Compiles weekly lists, monthly highlights and goals, and quarterly reports from marketing team.
 - Communicates with the agency staff to ensure that inventory is being regularly updated, coordinated, and managed.
- As needed, may serve as program administrator for special projects, campaigns, co-ops, or other sponsorships.
- As needed, may work on copywriting, content collection, or digital projects.
All other duties and responsibilities as assigned.

TO QUALIFY:

Bachelor's degree from an accredited college or university and 5 years of previous experience in marketing and/or project management. Proficiency in Outlook, MS Word, and Excel is required. Preferred experience in database and project management programs. Must be able to perform duties as assigned.

POSITION LOCATION: Carson City, Nevada

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 at:

<https://career-hcm20.ns2cloud.com/sfcareer/jobreqcareer?jobId=5309&company=SONHCM20>

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.