



**Steve Sisolak** | Governor  
**Lisa Cano Burkhead** | Lieutenant Governor  
**Brenda Scolari** | Director

401 North Carson Street  
Carson City, NV 89701

### **RECRUITMENT OPEN TO:**

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

### **AGENCY RESPONSIBILITIES:**

The Department of Tourism and Cultural Affairs is comprised of the Division of Tourism, the Division of Museums and History, the Nevada Arts Council, and the Nevada Indian Commission. Together these agencies serve a shared mission to improve the quality of life for Nevada residents through the betterment of Nevada's cultural assets and the promotion of those unique assets to visitors from around the world.

### **APPROXIMATE ANNUAL SALARY:**

\$61,000 - \$76,000 \* (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. This position is available for up to a 50% remote work schedule.

### **JOB DESCRIPTION**

Under the direction of the Director of the Department of Tourism and Cultural Affairs, this position supports the Division of Museums and History, Nevada Arts Council, and Nevada Indian Commission in their public relations and public affairs needs.

The PR specialist will work with the DTCA content coordinator and the administrative staff of the DTCA divisions listed above to implement a cohesive annual communications plan for each division. On a quarterly basis, the specialist and the coordinator will determine the best media mix to reach the established goals of each program.

As appropriate, earned media efforts may include:

- Press releases
- Pitch and coordinate interviews with DTCA staff
- Pitch stories to local and niche publications
- Coordinate editorial opportunities with content coordinator via media buys

- Build relationships with media for extended earned prospects
- Act as spokesperson as needed

Additionally, the specialist should prepare social media schedules across the State Museum and division accounts, working with volunteer organizations to ensure that messaging is cohesive and consistent. Social media calendaring should evolve to a strategy that reaches established goals to grow audiences.

As the public relations specialist for DTCA, the position will interface with media outlets and governmental departments for issues that fall under public affairs. They must inform the Governor's office on statewide stories and should be prepared to report updates to the Governor's communications staff regularly.

The public relations specialist will work closely with the DTCA content coordinator to ensure that information for DTCA divisions is properly communicated across media channels including owned websites. While the content coordinator is the point person for these owned websites, the public relations specialist will offer support and should be knowledgeable on basic content management systems. In addition, the public relations specialist should have the ability to work with contact databases to ensure that communication can effectively reach opted-in audiences and will work with administrative staff to establish best practices.

The applicant should possess strong writing skills and a background in public affairs/public relations. In addition, an understanding and appreciation of Nevada's history, art, and culture is preferred.

**TO QUALIFY:**

College Degree from an accredited college or university preferred, with emphasis on communications. Must have strong writing skills. Brief sample will be requested upon interview selection. An understanding and/or an appreciation of Nevada's history, art, and culture is preferred.

**Desired Experience and Skills**

- 3-5 years in communications and/or public affairs
- Excellent planning and organizational skills
- Strong interpersonal skills, team building and collaboration
- Works well under pressure in a fast-paced digital environment

**POSITION LOCATION:** Carson City or Las Vegas, 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.)

**SUBMIT LETTERS OF INTEREST/ RESUMES/DIRECT INQUIRIES TO:**

Sarv Long @ [s.long@admin.nv.gov](mailto:s.long@admin.nv.gov)

In subject line please reference: Public Relations Specialist - DTCA

*The State of Nevada is an Equal Opportunity Employer.*

To Apply Digitally through the State of Nevada website, please use links below:

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External Candidates: <https://nv.jobs2web.com/job-invite/8578/>

