



**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 – October 9, 2023

### Public Relations Manager

#### RECRUITMENT OPEN TO:

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

#### APPROXIMATE ANNUAL SALARY AND BENEFITS:

Depending on qualifications, the position will be compensated in the range of \$84,000-\$92,782 based on the Employee/Employer Paid Retirement Plan; and up to \$79,471 based on the Employer Only Paid Retirement Plan. The State benefits package includes a retirement system, health, vision, dental; optional life, and disability insurance; 11 paid holidays and paid sick and annual leave. Other employee benefits such as deferred compensation plans are available.

#### POSITION DESCRIPTION:

Under the direction and supervision of the Chief Communications Officer, the Public Relations (PR) Manager engages with domestic and international media to implement public relations efforts in accordance with the Strategic Plan. This position:

- Works to implement an annual PR strategy that integrates brand/consumer initiatives.
- Reviews and tracks all invoices.
- Pitches journalists as needed and responds to inquiries.
- Arranges hosting events, creating itineraries, providing content/assets, and serving as a guide as needed.
- Maintains and builds relationships with in-state, regional and national travel media, and influencers, including in-person meetings and hosting trips.
- Writes and edits domestic consumer-facing leisure press releases.
- Maintains and updates media contact lists.
- In collaboration with agencies, monitors media placements.
- Attends travel conferences to pitch media face-to-face as appropriate.
- Plans and executes deskside visits and other media activations.

- Facilitates, maintains, and builds relationships with in-state media.
- Works with the Marketing Department to identify and pitch in-state influencers for Discover Your Nevada campaign.
- Assists with management of international media relations and may attend appropriate shows and missions in international markets.
- Curates in-state specific press releases around Discover Your Nevada campaign which ladder up to earned media key performance indicators.
- Works with international agencies and the internal Industry Development Team to identify opportunities, track agency activities and ensure reporting is current.
- Works with Industry Development staff on the management of international social media accounts to ensure brand alignment.
- Maintains and oversees the press page on TravelNevada.com. Ensures webpages are current, accurate, and a good resource for media.
- Assists with Industry Communications as needed.

### **TO QUALIFY:**

A successful candidate is a professional who can demonstrate excellent communication and relationship-building skills. Travel Nevada is looking for someone with a solid background in public relations who is passionate and knowledgeable about the State and travel industry.

### **Additional Requirements:**

- Bachelor's degree in Public Relations, Communications, Journalism, or related field, or equivalent experience.
- Excellent written and verbal communication skills.
- Strong media relations experience.
- Proficiency in Microsoft Office Suite, including Teams.
- Strong relationship-building, multitasking, adaptability, problem-solving, attention to detail, and project management skills.
- Crisis communications experience and/or proficiency in PR tools and software.
- Ability to work independently and as part of a team.
- Strong interpersonal skills to connect with community members, media, and partner contacts.
- Agency or hospitality industry experience preferred.
- Familiarity with Nevada is a plus.
- Willingness to travel. Must possess a valid US passport.

**POSITION LOCATION:** Reno or Las Vegas, Nevada, depending on the qualified candidate. This position may be required to travel up to 35% of the time annually.

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

ATTN: Tracie Barnthouse, Chief Communications Officer

[tbarnthouse@travelnevada.com](mailto:tbarnthouse@travelnevada.com)

Subject: PR Manager

*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.*

