



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

401 North Carson Street
Carson City, NV 89701

Public Relations Specialist, Nevada Division of Tourism

RECRUITMENT OPEN TO:

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

AGENCY RESPONSIBILITIES:

The Division of Tourism operates within the Department of Tourism and Cultural Affairs to help achieve the Governor's strategic priority of a vibrant and sustainable economy. In addition to managing state tourism efforts, the Division provides communities and businesses with development resources, training, and grant assistance that help bolster local economic bases and diversify regional economies.

APPROXIMATE ANNUAL SALARY:

Approximately \$66,000 - \$72,000 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. This position is available for up to a 50% remote work schedule.

POSITION DESCRIPTION:

Under the direction of the Deputy Director of the Department of Tourism and Cultural Affairs, and supervision of the Public Relations Manager, this position supports Nevada Division of Tourism's public relations efforts, focused on industry relations and public affairs.

As part of the public relations team, the position will manage the agency's public affairs program, working with the public relations manager to develop an awareness of the importance of the Division of Tourism's efforts to support Nevada's economy. The public relations specialist will also respond to media inquiries regarding the state of the tourism industry and other issues. The program will include:

- Interfacing with and providing reports to the Governor's communications staff on any media inquiries or statewide issues
- Working with executive leadership and research staff to provide statistics for industry inquiries
- Seeking out opportunities and pitching stories and interviews to appropriate media
- Raising awareness of Nevada Division of Tourism's efforts through stakeholder engagement
- Developing a Legislative outreach strategy

- Holding events for Tourism Day at Legislature
- Preparing and distributing press releases as needed
- Working with outside agency on projects and initiatives that elevate Nevada Division of Tourism's brand perception

The public relations specialist will implement a strategic plan to manage and evolve the Nevada Division of Tourism's social media accounts. This will include setting and reaching goals to improve the Division's industry social media presence. This will include:

- Working with executive leadership to enhance the agency's presence on LinkedIn
- Overseeing and scheduling posts for industry social accounts on Facebook, Twitter, and LinkedIn
- Monitoring industry partner Facebook group and improving engagement
- Seeking out social media opportunities based on industry trends

Additionally, the public relations specialist will work with the industry relations team to expand partner communications. This position serves as the point person for industry database management and proactively monitors, updates, and tracks industry communications. Tasks will include:

- Serving as Constant Contact administrator
- Ensuring appropriate staff has access to accounts
- Staying up-to-date on Constant Contact enhancements or updates
- Working with internal staff to ensure database is updated on a quarterly basis
- Monitoring incoming subscribers to ensure they are valid
- Writing and distributing official industry-related communications via Constant Contact
- Updating and managing the industry-facing website TravelNevada.biz in Word Press platform
- Coordinating external reports such as the agency Annual Report
- Working with staff regarding any industry press announcements such as new hires and conferences

When appropriate, the public relations specialist may provide domestic media support on the tourism side. Travel Nevada work will be designated by the public relations manager and may include:

- Arranging and coordinating itineraries
- Booking travel for journalists and/or influencers
- Providing content and assets
- Other duties as assigned

MINIMUM QUALIFICATIONS:

College Degree from an accredited college or university preferred, with emphasis on communications. The applicant should possess strong writing skills and a background in public affairs/public relations. A writing sample will be required as part of the interview process. In addition, it is preferred the public relations specialist has a solid understanding of Constant Contact or similar database and of Word Press or other content management systems.