



**State of Nevada
Nevada Department of Tourism and Cultural Affairs
Unclassified Job Announcement**

**Development Specialist - Tourism
Public Relations Specialist
Nevada Division of Tourism**

Posted: September 5, 2018

Recruitment:

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

The Department of Tourism and Cultural Affairs, Division of Tourism (TravelNevada) is seeking an experienced communications professional. This full-time, unclassified exempt position works with a team to support stakeholder engagement, international media relations, and social media.

The position is located Carson City, NV, but Las Vegas will be considered for the right applicant.

Annual Salary:

Up to \$79,632 maximum annual salary plus benefits, dependent on experience * (*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.

Key Job Responsibilities:

This position covers three primary areas in the Public Relations Department: legislative and stakeholder engagement; support of international media efforts; and social media listening. This position also supports the PR department at large with media relations, reputation management, social media, and consumer engagement as needed.

The Public Relations Specialist reports directly to the Chief Communications Officer.

- Point of contact for Stakeholder Engagement efforts
 - Assist with planning of legislative outreach and ongoing "Tourism Means More" program

- Attend legislative committee meetings and sessions that pertain to Tourism and/or NVDTCAs issues
- Prepare legislative reports for NVDTCAs leadership as needed
- Create and maintain strong relationships with in-state business/government reporters
- Pitch tourism-related stories to in-state media and influential business media
- Work with agency of record to communicate with stakeholders according to the agency's Public Affairs Plan.
- International media support
 - Plan and conduct international media tours
 - Host visiting media on tours of Nevada
 - Assist with in-market media missions or other events as needed
 - Manage logistics of the Governor's Global Tourism Summit Media Marketplace
- Social listening
 - Utilize TravelNevada's social media services/vendors to "listen" to social conversations regarding tourism, travel to Nevada, and the Nevada Division of Tourism
 - Respond when appropriate to comments on TravelNevada's social platforms and engage followers in the conversation
 - Prepare standard responses to hot-button issues – i.e. wild horse gathers, hot springs, promotion of public lands, parking and hotel fees, gun rights, etc. – and reply to red-flag comments on TravelNevada's social platforms

Applicant Requirements:

Bachelor's degree in public relations, communications, or other applicable discipline or commensurate professional background is preferred. Extensive travel within the state required. Must have valid Nevada driver's license and clear driving record. Familiarity with rural Nevada is preferred.

LETTERS OF INTEREST AND RESUMES WILL BE ACCEPTED UNTIL THE POSITION IS FILLED.

Hiring may occur at any time during the recruitment process.

SUBMIT LETTERS OF INTEREST/ RESUMES/DIRECT INQUIRIES TO:

Email: rharris@admin.nv.gov

or hardcopies can be mailed to:

Dept. of Administration, Agency HR Services

Attn: Rachael Harris

400 W. King Street, Ste. 406

Carson City, NV 89703

PLEASE REFERENCE THE FOLLOWING IN THE SUBJECT LINE:

Last Name/Public Relations Specialist/How you heard about this position

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