

White Pine County Tourism and Recreation  
150 6<sup>th</sup> Street  
Ely, Nevada 89301  
(775) 289-3720

<http://www.elynevada.net>

## Position: **MARKETING MANAGER**

**RECRUITMENT OPEN TO:** All qualified individuals.

**RECRUITING FOR:** A full-time, FLSA exempt **Marketing Manager** position located in Ely, Nevada.

**APPROXIMATE ANNUAL SALARY:** Up to \$60,320 annually (\*Salary range reflects retirement (PERS) contributions) depending on experience and qualifications.

**CLOSING DATE/TIME:** Friday, January 18th, 2019, at 5:00 p.m. Pacific Time.

**BENEFITS:** White Pine County Tourism and Recreation (WPCTR) offers an excellent benefits package, including health, dental and vision insurance; participation in the Public Employees Retirement Plan (More information is available at: <https://www.nvpers.org/>); two (2) weeks paid vacation leave, accrued annually; two (2) weeks sick leave accrued annually; eleven (11) paid holidays; deferred salary opportunity (More information is available at: <http://defcomp.nv.gov/>); and no social security tax. Additionally, Nevada offers workers the advantage of no State income tax. Relocation assistance may be available.

**THE POSITION:** Under the direction of the WPCTR Executive Director, this position serves as the lead staff member responsible for developing and implementing marketing strategies to drive tourism and to attract visitors to White Pine County as a visitor destination, resulting in increased occupancy tax and media exposure. The position programs, organizes, implements and evaluates WPCTR's current marketing, conducts outreach efforts, and collaborates with independent contractors, public relation firms, community groups, businesses, lodging properties and other organizations to promote brand awareness and advance the overall mission of WPCTR Board.

**LOCATION:** Outdoor recreational opportunities are abundant in Ely, Nevada. Voted one of the 21 most scenic cities in the south west by Expedia, Ely is sure to be an outdoor enthusiasts dream! Nestled in the mountains of North East Nevada, you'll find beautiful views, abundant wildlife and a community rich in history. Get back to nature when you visit Great Basin National Park, Cave Lake State Park, the Ward Charcoal Ovens, or get away from it all with thousands of acres of public lands. Ely offers golfing, biking, off-roading, hiking, fishing, camping, hunting and one of the last running steam locomotive trains in the nation. The area blends a mix of old-fashioned charm and history with modern cultural opportunities. Ely offers affordable housing choices in historic parts of town, as well as suburban areas and quaint rural settings. Excellent educational options for students in K-12. Cultural events and unparalleled outdoor recreation opportunities await you in Ely, Nevada.

## **DUTIES INCLUDE (BUT NOT LIMITED TO):**

- Creating relevant content to reach the WPCTR's target markets.
- Design, create and manage promotions and social media ad campaigns. Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns in an effort to maximize results.
- Assist in the development of collateral, updates for websites, community calendar and social media platforms; prepares information for quarterly brochure and e-blasts.
- Conduct extensive community outreach to include communicating and conferring with a variety of community organizations, agencies, special interest groups and concerned citizens regarding tourism. Participate in a variety of activities to enhance community relations and enhance visibility within the community by making presentations, attending meetings and events, and participating in community organizations. Develop methods and opportunities for business/community input and participation; organize and facilitate workshops, classes and public presentations, and presents to the White Pine County Tourism & Recreation Board.
- Assist with the planning of and participate in the media familiarization tours (fams) for visiting media guests.
- Participates in the development, implementation and monitoring of WPCTR marketing budget; researches, submits and administers applicable federal, state and local grants.
- Review, analyze, evaluate and summarize a variety of narrative and statistical data and feedback regarding events to monitor success in terms of utilization, customer satisfaction, cost effectiveness, return on investment (ROI) and over-all value to the community; initiate and monitor necessary changes and modifications to current events as well as updating future planning and projections accordingly. Compile report for management showing Return on Investment (ROI) results.

**QUALIFICATIONS:** Bachelor's degree with major course work in marketing, tourism and hospitality, public administration, economics or a related field and two (2) years of experience marketing special events; OR an equivalent combination of education, training and experience as determined by the WPCTR Board or its designee. Special note: Travel is required of this position. A valid driver's license is required of this position.

**TO APPLY:** Please submit resume, along with a comprehensive cover letter describing your interest and qualifications for the position, to:

Sheri Dunn, Human Resource Consultant  
NV Consulting, LLC.  
1366 Ballard Ct.  
Minden, NV 89423

Or, send via email to:

[sheridunn@outlook.com](mailto:sheridunn@outlook.com)

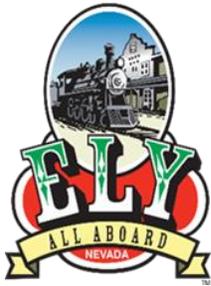
Résumé must include a detailed description of employment history to include name and addresses of employers, scope of responsibility, reasons for leaving, salary history, and the names, phone numbers, and e-mail addresses of three (3) professional references. Within your cover letter, please indicate how you heard about the position.

***IMPORTANT* SELECTION PROCESS:** See supplemental questionnaire below. Application materials will be screened, and those candidates deemed most qualified will be invited to interview.

**CONDITIONS OF EMPLOYMENT:**

- *This classification is considered FLSA exempt and is an at-will position. As such, the incumbent may be terminated at any time for any reason, or no reason.*
- *Continued employment is contingent upon all required licenses and certificates being maintained in active status without suspension or revocation.*
- *Employee may be required to work some evenings, weekends, and/or holidays.*

**“White Pine County Tourism & Recreation is an Equal Opportunity Employer”**



WHITE PINE COUNTY TOURISM AND RECREATION  
MARKETING MANAGER SUPPLEMENTAL QUESTIONNAIRE

YOUR NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

Please answer the following questions. Please limit your response to one page per question. Where applicable please include the employer where the experience was attained and dates of employment.

1. Do you possess a bachelor's degree with major course work in marketing, tourism and hospitality, public administration, economics or a related education field?

- Yes
- No

Identify your level of degree received, your major and/or minor, issuing institution, and date of completion.

2. How many years of experience to you have marketing events?

- 2 or more years of experience
- 1 year up to 2 years of experience
- Less than 1 year of experience
- No experience in this area

Describe in detail your experience marketing events. Provide an example of an event you successfully marketed.

3. Describe your experience, to include the number of years, building relationships and networking with the outdoor industry. Within your answer, identify the outdoor industry or industries you networked with, and how your networking efforts affected your area/region.

4. Describe your experience, to include the number of years, promoting outdoor recreation as a tourist destination. Identify the outdoor industry/company you worked with and describe a successful marketing campaign you developed for the outdoor industry/company and the outcome it had on identifying your area/region as a tourist destination.
5. Describe your experience, to include the number of years, with social media digital marketing. Within your answer, identify the various social media platforms you used and your level of expertise in each.
6. Describe your experience with content creation. Be specific when describing your experience to include the type of content creation you developed and the equipment you used, i.e., videos, cameras, GoPro's, etc.
7. Describe your experience developing, administering and monitoring a budget. Provide the amount of the budget you were responsible for.
8. Describe your experience working with grants. Provide an example of a time you came up with a marketing idea/project, which needed to utilize a grant as its source of funding.
9. Do you have any marketing certifications or formalized marketing training? If so, list the certifications or training you have received.
10. Describe your experience with social media target marketing and advertising. Be specific when describing this experience to include a target marketing and advertising campaign you worked on. What was the outcome?