



Job Title	Chief Marketing Officer
Department	Nevada Department of Tourism & Cultural Affairs / Division of Tourism
Location	Carson City, Nevada
Reports To	Deputy Director, Department of Tourism & Cultural Affairs
Classification	Unclassified – Full Time
Date	February 28, 2020
End Date	Open until filled
To Apply	Submit letter of interest and resume to mkawchack@travelnevada.com

As a department director, the following job description offers guidelines for performing at a minimum level. It is expected that professional initiative, proactively incorporating best practices of other state marketing organizations and providing innovative ideas will reveal additional opportunities and help drive the organization to new levels of success.

Position Responsibilities

Administration

- Manages and directs staff members in the research, advertising, digital, creative and partner-driven programming functions.
- Supervises: Art Director, Marketing Manager, Research Manager, Content Development Manager, Marketing Strategist and Social Media Strategist.
- Tenaciously monitors results, ensuring all advertising and digital programs reach and/or exceed results as outlined in the marketing plan.
- Establishes the marketing department’s fiscal objectives and monitors ongoing budget usage
- Acts as day-to-day contact with third party vendors including: advertising/media agencies, digital development shops. Manage contracts, invoices and ensure intended results are reached.
- Works with staff to oversee call centers/fulfillment houses and customer relationship management vendors.
- Participates in advertising/digital-focused industry groups and forums on the local and national level and provides best practices insights back to Travel Nevada.
- Manages the Nevada Commission on Tourism Marketing Sub-Committee.

Marketing Strategy

- Develops the marketing elements of the annual Travel Nevada marketing plan and contributes to the overall strategy.
- Works closely with the Research Manager to analyze the effectiveness of advertising campaigns for future initiatives.
- Monitors and revises strategy based on research, traveler preferences and external/economic conditions.
- Directs staff and integrated agency to ensure all marketing materials are brand compliant and oversees the securing of licensing for creative materials produced in-house and used in production (photography, video, music, etc.)

Media Buying

- Works in collaboration with the integrated marketing agency to develop a comprehensive media strategy to meet the marketing objectives by utilizing media research tools, internal research and industry market knowledge. Present these strategies at the Nevada Commission on Tourism and Marketing Committee meetings, integrating insights from the committees into the final strategy.
- Buys and/or oversees the domestic advertising buys including broadcast, digital, radio, outdoor, print, and mobile.
- Monitors all media buys to ensure a consistent and relevant message pursuant to the environment and offerings of the state – revises media buy to reflect situational changes.
- Oversees and monitors ongoing campaign performance, ensuring campaigns are executed properly and meet marketing objectives.

Creative Development

- Oversees the brand management and advertising creative direction.
- Works with creative agency to develop creative pieces, ensuring brand and message consistency, proper inclusion of Nevada tourism partners.
- Works with staff to help manage logistics around creative projects.

Digital Development

- Provides overall strategic direction for the development, execution, and maintenance of the websites.
- Oversees and establishes the search engine optimization strategy (SEO) including keyword development, content, meta data, and linking strategy.
- Monitors and analyzes site traffic to TravelNevada-related web and mobile sites by utilizing Google Analytics to determine future initiatives.

Marketing Program Development

- Works in collaboration with the Communications team to develop and promote the annual “Discover Your Nevada” program, ensuring program goals are met.
- Provides content development and art direction as needed with the annual Visitor’s Guide.

All other duties and responsibilities as assigned.

Education and Experience

College Degree from an accredited college or university preferred in marketing, advertising or related field or 10 years of related experience.

This leader must be knowledgeable about the tourism industry, have experience working with all sectors of the industry and be familiar with Nevada’s tourism environment. The Chief Marketing Officer also must demonstrate a deep understanding of effective destination marketing strategies and strong fiscal management. Experience and results-driven track record in marketing, specifically in developing and successfully implementing marketing plans, including definition of objectives, strategies, goals and tactics; previous destination or travel marketing experience, including market research, brand identity development, advertising, public relations, digital, social, events, and promotions; previous cooperative destination marketing program development experience with demonstrated results in increasing visitation and spend.

Salary and Benefits

This position is compensated up to \$87,357 annually (\$41.83/hour) on the Employer / Employee Paid Retirement Plan. State employees receive an excellent benefits package that includes health, dental and vision insurance, Public Employees Retirement Plan (PERS), three weeks paid vacation, three weeks paid sick leave and eleven paid holidays.

Public Employees Retirement System Summary Plan Description

<https://nvpers.org/sites/default/files/2019-08/regPlan-EnrolAfter-7-1-2015.pdf>