

**Carson City Culture & Tourism Authority  
Agenda Report**

**Date Submitted:** 10/03/18

**Agenda Date Requested:** 10/08/18

**Time Requested:** 10 Minutes

**To:** Carson City Culture & Tourism Authority - Board of Directors

**From:** Joel Dunn, NV Consulting LLC

**Subject Title:** For Possible Action: To approve the revised job description, duties and responsibilities for the CTA's Executive Director position.

**Staff Summary:** The CTA Board will discuss and possibly approve the job description, duties and responsibilities for the CTA Executive Director. The Executive Director Position is currently vacant and the CTA Board contracted NV Consulting LLC to provide a succession/transition plan for the position.

**Type of Action Requested:**

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

**Recommended Board Action:** I move to approve the revised job description, duties and responsibilities for the CTA Executive Director position.

**Applicable Statute, Code, Policy, Rule or Regulation:** NRS 244A.619(3).

**Fiscal Impact:** n/a

**Explanation of Impact:** n/a

**Funding Source:** n/a

**Supporting Material:** n/a

**Prepared By:** Joel Dunn, NV Consulting LLC

**Class Title:** Carson City Cultural & Tourism Authority Executive Director  
**Bargaining Unit:** Carson City Culture & Tourism Authority (CTA)  
**Class Code:** 00077

**Salary:** \$52.88 - \$86.54 Hourly  
\$110,000.00 - \$180,000.00 Annually

**NATURE OF WORK:**

Under direction from the Carson City Cultural & Tourism Authority (CCCTA), performs professional, administrative and managerial work coordinating a program of tourism promotion and development for Carson City's travel and tourism industry. Responsibilities include the development and implementation of marketing, advertising and public relations initiatives, the development of a strategic plan, implementing, monitoring, evaluating and adjusting components of the plan, working with government officials, public, private and non-profit agencies, citizen groups and advisory boards. This position has significant media contact and requires the exercise of considerable independence and judgment.

**NOTE:** *Eligible applicants will be interviewed during a public meeting of the CCCTA*

**ESSENTIAL FUNCTIONS:**

*This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.*

- Develops, implements, monitors, evaluates and adjusts components of the CCCTA's strategic plan, policies and procedures.
- Develops implements, monitors, evaluates and adjusts components of the CCCTA's marketing program and coordinates with the hospitality partners, business community and the CCCTA Board advertising, public relations and social media agencies to market and advertise Carson City: develops integrated marketing, advertising, media, and public relations strategies and tactics; identifies tourist demand and industry forecasts; monitors competition; and establishes needed products.
- Develops, plans and administers the annual operating and destination marketing/advertising budgets approved by the CCCTA; directs the funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures in accordance with the CCCTA policies, procedures and state laws.
- Manages assigned staff; organizes, prioritizes and assigns work; monitors work in progress and inspects completed work; provides guidance, direction and technical expertise and is responsible for the selection, placement, promotion, training, development, discipline, safety and appraisal of staff.
- Makes recommendations to the CCCTA as to whether or not special events should be authorized to be held within Carson City; works closely with Carson City in programming venues.
- Coordinates and monitors all facets prior to, during and after action for all events; facilitates specific targeted events; maintains a synopsis of all events for future reference and data.
- Procures professional services and negotiates contracts for CCCTA approval; participates in the preparation of program or special project budgets; encourages and embraces new ideas and innovative ways of doing business while increasing the CCCTA's operating efficiencies and effectiveness

- Communicates with Carson City officials, business leaders, hospitality partners, destination management organizations, and area residents; coordinates cooperative marketing programs; participates on a variety of boards and commissions; attends and participates in professional group meetings, conventions, trade shows, and conferences; stays abreast of new trends and innovations in the field of destination marketing; networks and cooperates with regional organizations to improve and enhance coordinated marketing and promotion of the region; holds press conferences, conducts public meetings, makes public appearances, and organizes public information activities.
- Ensures that the CCCTA welcome center provides quality destination information and exceptional customer service that meets the needs of visitors to the region.
- Seeks grant opportunities, applies for grants upon the recommendation of the CCCTA, and ensures grant compliance
- Prepares and presents written and oral reports regarding the activities and services of the CCCTA; coordinates all meetings of the CCCTA and ensures requirements of the Nevada Open meeting law are met.
- Uses standard office equipment, including a computer, in the course of the work; drives a motor vehicle to attend off-site meetings and visit off-site locations.
- Demonstrates courteous and cooperative behavior when interacting with elected and appointed officials, employees, residents, business owners, visitors, and contractors; acts in a manner that promotes a harmonious and effective workplace environment.

**Qualifications:**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.*

**Education and Experience:**

Bachelor's degree in marketing, communications, public relations, public administration, business administration or a closely related field and four (4) years of management level experience in hospitality or cultural industry, with specific experience in tourism, special events, arts and marketing, OR an equivalent combination of education, training and experience as determined by the CCCTA

**REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:**

Valid Driver's License

**Required Knowledge and Skills**

Knowledge of:

- A wide range of concepts, principles, and practices of organizational leadership and management in a complex organization that produces, supports, and provides destination marketing.
- Socio-political environment of Northern Nevada.
- The characteristics and trends of visitors to Carson City and Northern Nevada.
- The significant political and social roles in Northern Nevada communities.
- The structures and organizations that promote tourism for Northern Nevada.
- Organization and management practices as applied to the analysis and evaluation of programs, policies and operational needs.
- Modern and complex principles and practices of program development and administration.
- Administrative principles and practices, including goal setting, program development implementation and evaluation, the management of employees, principles of supervision, training and performance evaluations, and principles and practices of developing teams, motivating employees, and managing in a team environment.

- Advanced principles and practices of budget preparation and administration.
- Economic development programs and services.
- Modern methods of procurement, contract negotiation and administration.
- Funding practices of state and federal agencies; grant resources, applications, conditions and administration.
- Pertinent federal, state and local laws, codes and regulations.
- Principles of ethics in government.
- Techniques for representing the CCCTA and Carson City in meetings and negotiations with a wide variety of individuals and groups.
- Techniques for making effective presentations.

Skill in:

- Leading and managing an organization in an ethical manner within an open political environment.
- Planning, organizing, directing and coordinating the work of a complex organization with a structure and management practices that maximize resource utilization and productivity within various legal and regulatory constraints.
- Administering specialized programs.
- Analyzing problems, identifying alternative solutions, projecting consequences of proposed actions and implementing recommendations.
- Effectively and fairly negotiating appropriate solutions and contracts.
- Recruiting, retaining and motivating employees, developing effective work teams and providing for the training and professional development of staff.
- Allocating limited resources in a cost effective manner.
- Preparing and administering large and complex budgets.
- Evaluating, developing and implementing improvements in operations, procedures, policies and methods.
- Conducting research and preparing clear and concise reports, correspondence and other written materials.
- Identifying and responding to community and CCCTA Board issues, concerns and needs.
- Interpreting and applying federal, state and local laws
- Communicating clearly and concisely, both orally and in writing.
- Serving the public and employees with honesty and integrity in full accord with the letter and spirit of all ethics and conflict of interest policies; understanding and demonstrating ethical behavior; being truthful and diligently executing the public trust and using tact, discretion and prudence in dealing with those contacted in the course of the work.
- Establishing and maintaining effective work relationships with elected and appointed City officials/employees, coworkers, employees, contractors, residents, business owners, tourists, and the press; motivating others to achievement of common objectives.
- Holding press conferences and public meetings.
- Promoting a positive image of the CCCTA and Carson City in public appearances.
- Using initiative and independent judgment within general policy guidelines.

**SUPERVISION RECEIVED AND EXERCISED:**

*Under Administrative Direction of the CCCTA* - Incumbents at this level are responsible for unusual, technical, complex, highly sensitive, political, and far reaching work related issues and for policy recommendations to political oversight groups. They plan, organize, and determine work methods, implementation of mechanisms, and operating procedures used to achieve goals and objectives set forth by general plans, broad policies, budgetary limitations, and legal and professional standards. The incumbents have responsibility for planning and organizing work, as well as considerable latitude interpreting and applying broad policies, rules and regulations. This position requires the exercise of considerable independence and judgment.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:**

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods of time and/or negotiate sites and rough terrain; strength to lift and carry up to 20 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; exposure to traffic conditions and external environment when traveling from one location to another.

**CONDITIONS OF EMPLOYMENT:**

The CCCTA Executive Director is an at-will employee who serves at the pleasure of the CCCTA. The position is exempt from the overtime provisions of the Fair Labor Standards Act and the Executive Director is expected to work nights, weekends, and as needed. Employment is contingent upon passing an occupational medical test, an extensive background and an investigation that will include, but is not limited to, reference checks, credit history, drug test, and criminal record history check. The selected application will incur some costs during the background investigation including \$52.25 for fingerprint based background check and \$36.50 for drug/alcohol screen. The selected applicant must consent to release the necessary information to the CCCTA and/or its representative, as a condition of continued consideration.

Per NRS 281.574 this position has been determined to fall under the category as "Public Officer". Public Officer is defined as those persons serving in a position designated by NRS 281A.160 or 281A.182. Individuals are required to complete the "Nevada Acknowledgement of Ethical Standards for Public Officers" form, as well as file a "Financial Disclosure Statement" with the Nevada Secretary of State office.