



State of Nevada

Invites you to apply for

Chief Marketing Officer



THE STATE OF NEVADA

MISSION

The Nevada Way: Empowering the executive branch to provide solution-oriented customer service to residents, businesses, and visitors so Nevada is recognized for its world-class destinations, its innovative and business-friendly economic environment, its quality of life, and its efficiently and effectively run state government.

VISION

Governing with transparency and fiscal responsibility; working with local government, non-profit and industry partners; delivering dependable services to citizens and visitors; and creating opportunities for Nevadans to lead safe, healthy, prosperous, and productive lives.

“OUR CAPACITY TO ACHIEVE GREAT DEEDS WILL NEVER BE IN QUESTION, BECAUSE WE WILL FOLLOW THE NEVADA WAY – NEVER GIVE UP, NEVER GIVE IN, AND NEVER STOP DREAMING.”



Governor Joe Lombardo
STATE OF THE STATE ADDRESS

The State of Nevada, encompassing over 110,000 square miles, is a land of vast natural beauty, economic diversity, and cultural vibrancy. Known as the “Silver State” for its historic mining legacy, Nevada today is equally recognized for its dynamic cities, rugged outdoor landscapes, and spirit of independence. Anchored by metropolitan hubs like Las Vegas and Reno, Nevada also offers a rich tapestry of rural communities, tribal lands, and open desert that reflect its deep Western roots.

Home to more than 3.2 million residents, Nevada is one of the fastest-growing states in the nation. The state features no personal income tax, a favorable business climate, and year-round recreational opportunities—from world-class entertainment and dining to hiking, skiing, and stargazing beneath some of the clearest night skies in the U.S.

With over 300 days of sunshine annually in many regions, Nevada’s climate ranges from the dry heat of the Mojave Desert to the four-season beauty of the Sierra Nevada. The state is also home to Lake Tahoe, Great Basin National Park, Red Rock Canyon, and more than 800,000 acres of state park land.

Nevada balances innovation and tradition, offering a high quality of life, a growing emphasis on sustainability and technology, and a commitment to preserving the natural and cultural richness that makes the state truly one of a kind.



MISSION STATEMENT:

Share the heart of Nevada with the world through stewardship, development, and promotion of the best of the Silver State

VISION STATEMENT:

A vibrant visitor economy built on exceptional and enriching experiences that enhance quality of life for all Nevadans

The Travel Nevada Marketing team serves as the agency's internal studio, providing strategic direction, creative development, and execution of statewide destination marketing initiatives. The unit leads brand stewardship, advertising, content production, digital platforms, and media investment, while managing agencies of record and specialized freelancers to ensure cohesive, high-performing marketing efforts. The team also supports Industry Development and Communications by delivering creative assets, content, and strategic guidance that advance statewide tourism priorities.

UNIT SECTIONS:

- Marketing
- Content Development
- Creative Services
- Digital & Web
- Platforms
- Media Strategy & Investment
- Publications (Nevada Magazine & Visitor Guide, Adventure Guide)

THE IDEAL CANDIDATE

WHAT WE'RE LOOKING FOR:

The ideal candidate is a strategic, collaborative, and forward-thinking marketing executive with strong leadership presence and sound judgment. They bring a balance of creative vision and data-driven decision-making, demonstrate fiscal responsibility, and communicate effectively with internal teams, agency partners, and public-sector stakeholders. Experience working within complex organizations and navigating public accountability is essential.

WHAT YOU'LL BE DOING:

The Chief Marketing Officer serves as a senior executive leader responsible for setting and managing the strategic vision, direction, and execution of Travel Nevada's marketing efforts. The role provides leadership over brand strategy, advertising, content, digital platforms, media investment, and agency management while ensuring alignment across domestic, in-state, industry, and international initiatives. The CMO oversees staff, budgets, performance measurement, and marketing-related contracts, and regularly reports to executive leadership and the Nevada Commission on Tourism.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, business, or a related field
- Senior-level leadership experience in marketing or destination marketing
- Demonstrated experience managing large budgets, agencies, and cross-functional teams
- Proven ability to develop and execute integrated marketing strategies
- Experience presenting to executive leadership or governing boards



Join a team where your impact will matter from day one.

KEY QUALITIES & COMPETENCIES:

- Executive leadership
- Brand strategy & stewardship
- Integrated marketing & advertising
- Media planning & buying oversight
- Digital strategy & analytics
- Budget management
- Public-sector governance experience

SALARY:

\$100,000 - \$124,000 annually on the Employee/Employer plan

LOCATION:

Reno

STATE BENEFITS

The State of Nevada offers a wide array of benefits to employees, including:

- No Nevada State income tax
- Medical, dental, life, and disability insurance coverage
 - Twelve paid holidays per year
 - Three weeks of annual leave
 - Three weeks of sick leave
- Participation in the Public Employees' Retirement System (**PERS**)
 - Access to a tax-sheltered deferred compensation plan
 - No Social Security contributions (Medicare deduction still required)
 - Additional benefits for long-term and CBA employees



The State of Nevada is an equal opportunity employer dedicated to building diverse, inclusive, and innovative work environments with employees who reflect our communities and enthusiastically serve them. All applicants are considered without regard to race, color, national origin, religion or belief, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, domestic partnership, genetic information (GINA), or compensation and/or wages.



APPLICATION & SELECTION PROCESS

Applications will be accepted on a first-come, first-serve basis and will continue to be accepted until the position is filled. Applicants are therefore strongly encouraged to submit their applications as soon as possible. Hiring may occur at any time during the recruitment process. Interested applicants should submit their cover letter, resume, and a list of three professional references to:

Name: Rafael Villanueva
Title: Chief Executive Officer
Email: rvillanueva@travelnevada.com
Phone: 775-220-2437

In the email subject line, put: Last Name / Chief Marketing Officer, Tourism

Posting Close: Open until recruitment needs are satisfied

In your cover letter please indicate how you heard about this position. If you heard about this position through a website, please specify which website.

Thank you!

