



COUNTY OF NYE

CLASS TITLE: Assistant Director – Tourism and Economic Development

BASIC FUNCTION:

The Assistant Director of the Tourism and Economic Development Department plays a pivotal role in the strategic planning and implementation of initiatives aimed at fostering economic growth, promoting tourism, and enhancing the overall economic well-being of Nye County. This position provides administrative, clerical support and collaborates closely with the Director to coordinate and lead various programs, projects, and activities within the department, ensuring alignment with the region's economic development goals.

REPRESENTATIVE DUTIES: (*Performance of these functions is the reason the job exists. Assigned job tasks/duties are not limited to the representative duties*).

1. Duties may include but not limited to auditing of vouchers and similar documents; bookkeeping and payroll functions at the department level, processes numeric information, posts entries in journals and ledgers, keeps statistical records, inputs data to computer; performs other clerical work such as filing, creating and/or typing correspondence, issuing/creating of form letters and certificates.
2. Assist in the planning, development, and execution of departmental tourism and economic development programs and projects.
3. Oversee the day-to-day operations of the department's programs and projects.
4. Monitor progress, budgets, and performance metrics to ensure successful outcomes for the department's tourism and economic impact initiatives.
5. Build and maintain strong relationships with relevant government agencies, local businesses, community organizations, and industry associations.
6. Act as a liaison between the department and external stakeholders to facilitate business and tourism collaboration and partnerships.
7. Collect and analyze economic and tourism data to inform decision-making and measure the impact of department initiatives.
8. Prepare regular reports for department leadership and stakeholders on the performance and effectiveness of business and tourism-related programs.
9. Assist in the development and implementation of policies, regulations, and incentive programs that support economic development and tourism.
10. Ensure department activities comply with local, state, and federal regulations.

11. Supervise department staff, providing guidance, support, and mentoring.
12. Foster a collaborative and productive work environment, encouraging professional development.
13. Contribute to the development and execution of marketing and promotional strategies to attract tourists and business development leads to the region.
14. Collaborate with the marketing team to enhance the region's visibility.
15. Develop and implement programs to revitalize business corridors, retail and business recruitment areas which incorporate strategic initiatives that align with leadership's vision, goals, and objectives.
16. Proactively encourage business and tourism growth opportunities within Nye County.
17. Works closely and establishes working relationships with the Nye County Board of Commission, and Pahrump Tourism Advisory Committee.
18. Responds to and assists public, coworkers and vendors by providing information as needed.

An ideal candidate will have experience in one or more of the following:

- Hospitality & Tourism
- Marketing
- Economic Development
- Commercial and industrial real estate
- Commercial or business banking

EDUCATION:

- Bachelor's Degree from an accredited college or university in business administration, public administration, economics, finance, or marketing, or closely related field.
- Three (3) years of experience in hospitality, marketing and/or business development.

DESIRABLE:

- Certified Destination Marketing Executive (CDME) from Destinations International or
- Certified Economic Developer (CEcD) from International Economic Development Council.

LICENSES:

Must possess and maintain a valid Nevada driver's license.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

May provide supervision to office support staff.

CONTACTS:

Supervisors, co-workers, general public, elected officials, incumbents, department heads and/or other department personnel, public agencies and vendors.

PHYSICAL EFFORT:

The physical and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Strength and dexterity; vision to use keyboard and video display; strength and stamina to bend, stoop, sit and stand for long periods of time; occasional lifting of cases of brochures, promotional items, files, stacks of paper or reports; ability to reach for items above or below desk level, some bending, manual dexterity and cognitive ability to operate a personal computer; ability to communicate in-person or via telephone.

In compliance with applicable disability laws, reasonable accommodation may be provided for qualified individuals with a disability who require and request such accommodation. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodation with the employer.

WORKING CONDITIONS:

Work is performed under the following conditions: Generally clean work environment with limited exposure to conditions such as dust, fumes, odors or noise; periodic contact with angry and/or upset individuals; frequent interruptions of planned work activities by telephone calls, office visitors and response to unplanned events.

Occasional travel may be required.

THIS JOB SPECIFICATION SHOULD NOT BE CONSTRUED TO IMPLY THAT THESE REQUIREMENTS ARE THE EXCLUSIVE STANDARDS OF THE POSITION. INCUMBENTS MAY BE REQUIRED TO FOLLOW ANY OTHER INSTRUCTIONS, AND TO PERFORM ANY OTHER RELATED DUTIES AS MAY BE REQUIRED BY THEIR SUPERVISOR.

CONDITIONS OF EMPLOYMENT:

Nye County participates in E-Verify and will provide the Social Security Administration (SSA) and, if necessary, the Department of Homeland Security (DHS), with information from each applicant's Form I-9 to confirm work authorization. All candidates who are offered employment must complete Section 1 of the Form I-9 along with required proof of their right to work in the United States and proof of their identity prior to starting employment. Please be prepared to provide required documentation as soon as possible after the job offer is made.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.