



The Clark County Department of Aviation invites applications for
Chief Aviation Marketing Officer

Harry Reid International Airport -- LAS
(formerly McCarran International Airport)
and Four General Aviation Airports
Las Vegas, Nevada

EXECUTIVE SEARCH SERVICES PROVIDED BY ADK CONSULTING & EXECUTIVE SEARCH

The Airports of Clark County, Nevada

Vision Statement:

Be a global leader in the aviation industry committed to excellence & innovation by delivering unparalleled experiences for all.

Mission Statement:

Our dedication to excellence is driven by forward-thinking team members who collaborate and innovate to lead the aviation industry of tomorrow. Our commitment to delivering an enriched experience for our guests, our team members, and our community is unsurpassed and integral to all that we do.

The Clark County Department of Aviation is the largest department within the government of Clark County, Nevada, and is operated as an enterprise fund. LAS and the four general aviation facilities in the Clark County Airport System are owned by Clark County and operated under the policy direction of the Board of County Commissioners, the authority of the County Manager and the management of the Director and Deputy Directors of Aviation.

LAS is the primary commercial airport serving the Las Vegas Valley and Clark County. The airport is about five miles south of downtown Las Vegas. It covers roughly 2,800 acres with four runways and two terminals. The airport was originally named after former United States Senator and native Nevadan Pat McCarran (1876–1954). The Board of County Commissioners (BCC) passed an agenda item in early 2021 initiating a name change from McCarran International Airport to Harry Reid International Airport. As part of the name change, a phased plan approach has been developed in utilizing private donations to transition to the new name.

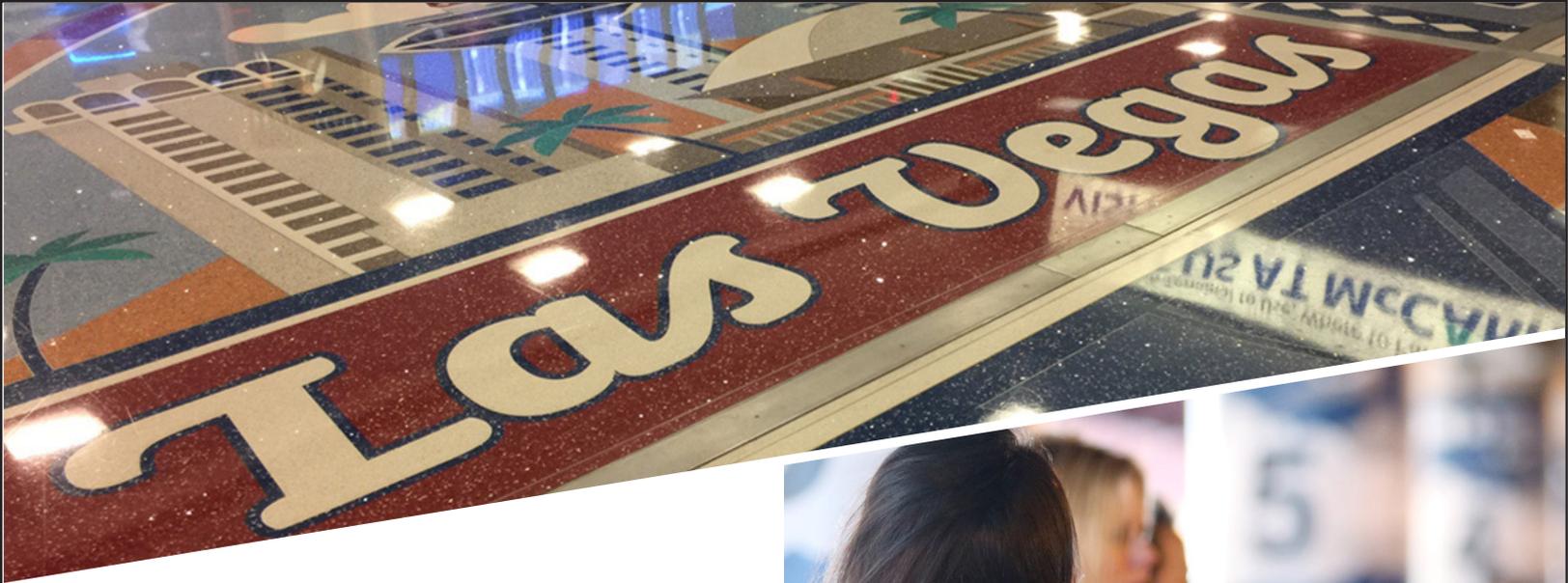
The airport serves as a crew base for Allegiant Air, Southwest Airlines, American Airlines, Delta Air Lines and Spirit Airlines.

In 2021, LAS served a record 39.7 million passengers. That year, the airport was the 8th busiest airport in North America and 10th busiest in the world by passenger volume. In terms of aircraft movements, the airport ranked 7th in the world.

In 2021, the busiest scheduled airlines flying out of LAS were Southwest Airlines (35 percent), Spirit Airlines (12 percent), American Airlines (10 percent), Frontier Airlines (10 percent), and Delta Air Lines (10 percent). Mexican airline Volaris was the largest international carrier, transporting more than 220,308 passengers.

There are 1,300 employees at the airport. The operational budget for the 2022-2023 fiscal year is approximately \$475 million.





Henderson Executive Airport (HND)

Henderson Executive Airport is the corporate choice for aviation in Southern Nevada. Located just minutes from the world-famous Las Vegas Strip, it is the ideal alternative to LAS. Clark County has invested more than \$30 million to create a premier corporate aviation airport that caters to the aircraft owner's needs, their passengers and their aircraft.

North Las Vegas Airport (VGT)

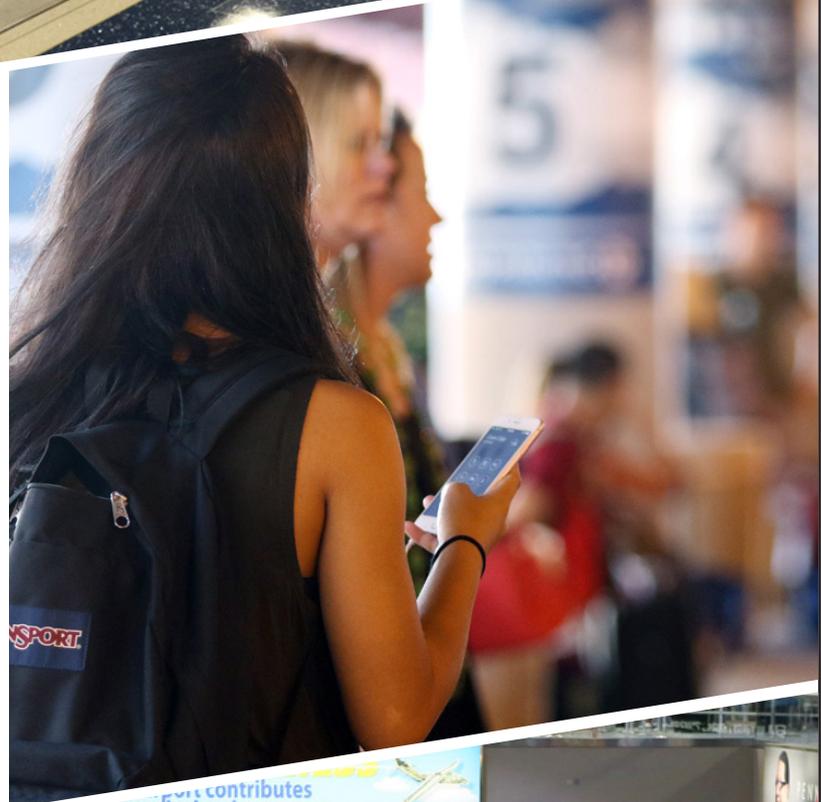
North Las Vegas Airport is located just minutes from downtown Las Vegas and the Strip, and is a convenient and economical alternative to LAS. North Las Vegas Airport is designed to meet the needs of general aviation pilots and their passengers. The friendly and experienced staff will take good care of aircraft owners and their aircraft from the moment they taxi onto the ramp.

Jean Sport Aviation Center (0L7)

Located 20 miles south of Las Vegas, Jean Sport Aviation Center is a great little airport for fly-ins and ideal for recreational aviation, including general aviation aircraft, aerobatic aircraft, gliders, ultralights, and skydiving.

Overton/Perkins Field (U08)

Sporting a 4,800-foot, uncontrolled, paved runway, with a pilot-activated runway lighting system, Perkins Field is located approximately 70 miles northeast of Las Vegas, just minutes from Lake Mead's Overton Beach in the picturesque Moapa Valley.





The Community

Clark County, the heartbeat of Southern Nevada, is a dynamic, innovative and pro-business government in a tax-friendly state, dedicated to providing top-quality service with integrity, respect and accountability. With jurisdiction over the Las Vegas Strip and covering an area the size of New Jersey, Clark is the nation's 11th-largest county and provides extensive regional services to more than 2.3 million citizens and more than 45.6 million visitors a year (2019). Included are the nation's 7th-busiest airport (as of 2020), air quality compliance, social services and the state's largest public hospital, University Medical Center. Clark County accounts for 74 percent of Nevada's population.

Clark County has seen significant population growth over the last decade. Between 2010 and 2018, the county's population swelled by about 280,000, bringing the total population for the Las Vegas Henderson-Paradise metropolitan statistical area (MSA) to over 2.3 million residents. This represents an increase of more than 14 percent, far exceeding the national average for U.S. metropolitan areas (6.9 percent) during that same time. Among its peer metro areas, Las Vegas ranked sixth for percentage increase in total population between April 2010 and July 2018.

A wide range of programs and activities provide Clark County residents the opportunity to develop lifelong interests. Offering recreational and leisure programs and events for citizens of all ages, the County provides parks and innovative recreational activities such as children's camps, classes, concerts, sports leagues, youth programs and senior citizen activities.

The Smith Center brings a variety of world-class performances to the area, including the Broadway Las Vegas Series. Other entertainment opportunities range from the renowned Cirque du Soleil shows in residence at many of the Las Vegas Strip resorts to the Nevada Ballet Theater and the Las Vegas Philharmonic Orchestra.

Las Vegas is home to sporting events abound such as boxing and mixed martial arts; the Las Vegas Aviators minor league baseball team; NASCAR racing at the Las Vegas Motor Speedway; the Runnin' Rebels college basketball team; and PGA Tour events. Its first major professional sports franchise, the Vegas Golden Knights, began playing at the new T-Mobile Arena during the 2017-18 National Hockey League season. Additionally, the National Football League's Oakland Raiders relocated to Las Vegas for the 2020 season, playing in a new 65,000-seat arena to be constructed just west of the Las Vegas Strip.

The Community *(continued)*

Clark County is a world-class gateway to the Mountain West, built upon diverse yet united communities and businesses. Clark County represents a proud portrait of contrast and diversity with an increasing blend of urban and rural neighborhoods, coexisting side-by-side.

Clark County offers its residents the fifth-largest school district in the country. There are more than 374 public elementary, middle and senior high schools, plus numerous parochial, charter and private schools within the Las Vegas Valley. The school district is dedicated to the continued support of programs that improve student achievement, and to the creation and implementation of new initiatives. There are a variety of traditional and magnet school programs available, as well as online and home school options. Higher education also thrives here, led by the University of Nevada, Las Vegas, a renowned urban research institution with more than 31,100 students and more than 100 undergraduate and 120 graduate and professional programs. The Desert Research Institute, Nevada State College and the College of Southern Nevada offer additional educational opportunities and career training.

Emerging industries which have experienced rapid growth since 2010 include those in the information technology, logistics, manufacturing, consulting, and healthcare sectors. In information technology, the software publishing, data processing, and computer systems design industries grew by 89 percent and added approximately 4,000 jobs between 2010 and 2019. Wages in these industries tend to be above \$90,000, and continued growth has the potential to improve job quality in the county. Logistics-based industries, such as those that support air and ground transportation, have also added thousands of jobs and have emerged as a major industry cluster.

Clark County is well-positioned to exploit several regional advantages which represent significant opportunities for the county to diversify and improve its business environment. The region's connectedness with other markets, whether through conventions, highways, or airplanes, is a characteristic that has only begun to be explored. Additionally, as the COVID-19 pandemic forces companies and industries to investigate relocating supply chains to the United States, Clark County remains a competitive location for production and distribution. As the region continues to diversify its economy into high-tech industries, having suppliers, customers, and prospective businesses within driving distance becomes an increasingly important competitive advantage. With several conferences, conventions, and tradeshows as opportunities to attract businesses, high-profile events such as the Consumer Electronics Tradeshows attract thousands of visitors to Clark County each year.





The Community (*continued*)

In the state of Nevada, 86 percent of land is publicly managed by the federal government. In addition to indoor entertainment found in Las Vegas, Southern Nevada boasts many outdoor recreation attractions, such as Lake Mead, Red Rock Canyon, and Mt. Charleston, which provide year-round opportunities to enjoy the great outdoors. Red Rock Canyon National Conservation Area and the adjacent Spring Mountain Ranch are two of the most-spectacular natural assets in Southern Nevada.

Nevada has no shortage of compelling landscapes, and Clark County is no different. Mt. Charleston and skiing are just 45 minutes away, and Red Rock National Conservation area beckons on the western fringe of the Las Vegas Valley. Lake Mead National Recreation Area, located 30 miles southeast of Las Vegas, caters to boaters, swimmers, fishermen, hikers, wildlife photographers and roadside sightseers.

Outdoor recreation ranks third behind only gaming and healthcare in sustaining jobs in Nevada. Trails are attractive to nearby businesses and residents, increasing property values. They can also promote healthy activity and create a sense of community. The Vegas Valley Rim trail is a long-running project that aims to connect 113 miles of trails around the Las Vegas Valley. In addition to beautiful natural attractions, Clark County is home to a small but vibrant art community. First Friday Arts Showcase is a well-known monthly event that showcases local arts and artists that takes place in the Las Vegas Art District.





The Position

Reporting to the Director of Aviation and/or Deputy Director of Aviation, the Chief Aviation Marketing Officer (CMO) implements the preparation of varied print and media materials to inform the global and local public and supports airport activities and services. The incumbent directs branding and social media efforts with the goal of expanding the department's presence and promotes LAS's social media channels to build awareness in the community and the traveling public. The CMO manages the production of the County's Flight Path episodes on Channel 4, including planning and executing special media events to draw news coverage that benefit the airport system and its partners, including press conferences, airline inaugural celebrations, and trade show/conference presentations. The successful candidate will oversee the development of airport branding and promote an unparalleled traveler's experience at Harry Reid International Airport.

Preferred Qualifications

- Bachelor's Degree in Marketing, Business or Public Administration, Public Information or a field related to the work and six (6) years of full-time experience in developing and implementing large scale marketing programs, including at least three years of supervisory experience in the same function.
- Airport or other high volume 24/7 operating environment experience preferred.
- An appropriate Master's Degree, as well as experience in an airport or other public agency setting is desirable. Equivalent combination of formal education and appropriate related experience may be considered.



Salary and Compensation

The salary range for this position is \$127,108.80 - \$197,059.20. Salary may be negotiated above based on qualifications and experience. Clark County Department of Aviation offers an excellent benefit package, including retirement through Nevada PERS (Public Employees' Retirement System).

How To Apply

To apply online, [click here](#).

Deadline for applications: October 5, 2022

The contact for this search is:
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christine@adkexecutivesearch.com

Please note: After your application is complete, you will receive an important email from us. Please check your inbox and your junk/spam folder, and if you have not received our email, please notify us at: admin@adkexecutivesearch.com.

The Clark County Department of Aviation is an equal opportunity employer.

