



## Adventure that Feeds the Soul.

### Public and Industry Relations Director Supplemental Questions

The Public and Industry Relations Director will be responsible for creating short-form content used to inspire travel to New Mexico via digital and social platforms. Please submit a writing sample that demonstrates your ability to create wanderlust in 300-400 words.

This position will oversee a group of 6 regional marketing boards, consisting of 48 volunteers who represent tourism in their communities. Provide an example of how you've engaged stakeholders in the past, keeping them focused on big picture goals. If you don't have a specific example from your own career, provide some thoughts on how you will achieve a high level of engagement with that group.

In this position, you will travel to industry trade shows and pitch New Mexico to a large number of domestic and international travel writers. Provide two story ideas that you would pitch to a writer focused on 1) family travel, 2) outdoor recreation, and 3) cuisine (6 story ideas in total).

In your opinion, what is the most underrated destination in New Mexico? Using the tools listed at <https://www.newmexico.org/industry/work-together/> how will you build awareness and drive travel to this destination?

Please send your responses and CV or resume to [Rebecca Latham](#), Cabinet Secretary, before October 27, 2017.