

Director I, Program Development, Acquisitions, and Scheduling

Position Details

Job Code: U7100

Reference Code: A312

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 42 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position oversees program acquisitions and development with oversight of all content editorial. Responsible for the creative direction and aesthetic of Vegas PBS productions. This position is directly responsible to the Chief of Broadcast Operations, Vegas PBS.

Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Administer content acquisition (licensing and purchasing) for all Vegas PBS platforms and channels and negotiate streaming rights for content to web delivery.
2. Responsible for program development and original production across all platforms, and when applicable, national distribution via PBS or other syndicated services.
3. Screen, evaluate, and negotiate purchases of syndicated programming for local broadcast and digital platforms.

4. Assure compliance with the Federal Communications Commission (FCC) rules and regulations, copyright laws and program sponsorship rules, and political candidate rules.
 5. Administer the operation of broadcast and non-broadcast program scheduling for public television, contract clients, cable television, closed circuit instructional channels, public and private production clients in collaboration with station vendors and consultants, reflecting the communities of Southern Nevada.
 6. Ensure and recommend procedural changes to conform to state and federal regulatory or contractual mandates; monitor judicial and regulatory pronouncements related to fairness, indecency, and non-commercialism as they affect content.
 7. Collaborate with the Vegas PBS Marketing department to create marketing plans for all Vegas PBS programs residing across the station's multiple platforms.
 8. Negotiate program rights acquisition and production releases with producers and networks. Evaluate and respond to program production proposals, and negotiate production deals with contractors and suppliers.
 9. Ensure balance and fairness across all Vegas PBS platforms and in original productions. Ensure compliance with all election campaign rules. Negotiate campaign coverage disputes with candidates.
 10. Coordinate research concerning new telecommunications technology to identify opportunities with new audiences. Collaborate with Corporate Underwriting, Membership and Marketing to identify new revenue opportunities or technology advancements that will enhance or improve service delivery.
 11. Collaborate with the Vegas PBS Marketing department to develop promotional strategies to maximize viewing of acquired network and syndicated programming.
 12. Collaborate with the Vegas PBS Marketing department to use analytical tools to monitor viewing trends, promotion impact, and scheduling strategies.
 13. Meet with community groups to ascertain community needs. Recommend and schedule local productions and acquisitions to meet priority needs.
 14. Represent Vegas PBS and the Clark County School District at national and local meetings and before community groups.
 15. Supervise and evaluate the performance of assigned staff.
 16. Perform other duties related to the position, as assigned.
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Position Expectations

1. Must embrace, actively support, and develop the corporate culture of teamwork, diversity and inclusion, integrity, excellence, and service.

2. Knowledge of content development and production.
 3. Knowledge of Corporation for Public Broadcasting (CPB) requirements for non-commercialism, non-partisanship, and non-sectarianism.
 4. Knowledge and understanding of PBS guidelines and industry practices with respect to broadcast production and program distribution.
 5. Knowledge of public broadcasting policies, procedures, terminology, software, and practices.
 6. Knowledge of production contracts, copyright agreements, and clearances.
 7. Thorough understanding of and commitment to journalistic standards and editorial integrity.
 8. Knowledge of Scarborough and Nielsen media research.
 9. Proven effective management skills, including supervision and evaluation of assigned staff and management of budgets.
 10. Possess political, cultural, and ethnic diversity content awareness.
 11. Ability to coordinate, develop, and provide creative direction on projects for distribution.
 12. Ability to multi-task and work effectively under changing priorities and time constraints.
 13. Excellent verbal, written communication, and presentation skills.
 14. Must possess strong interpersonal skills with the ability to work as part of a cross-functional team and communicate with staff at all levels.
 15. Must possess high level of self-confidence, initiative, self-direction, and motivation.
 16. Excellent relationship-building skills.
 17. Excellent judgement-leadership, brand creative, partnerships and messaging.
 18. Proficiency with Office, Adobe Premiers, etc.
 19. Knowledge of Federal Communications Commission (FCC) rules and regulations, copyright laws, and program sponsorship rules as well as political candidate rules.
 20. Knowledge of FCC regulations regarding fairness, candidate coverage, payola/plugola, indecency, and language.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

Occupational Safety and Health Administration (OSHA) 30 – to be completed within one (1)-year of hire.

Experience

1. Satisfactory service in corresponding or related positions or at least five (5) years successful supervisory experience related to the administrative position.
2. A minimum of five (5) years of supervisory experience managing people, budgets, and databases related to broadcasting, media production, programming, etc.

Preferred Qualifications

An earned bachelor's degree from an accredited college or university in Journalism, Communication, Media Production, or related field.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity we have the power to reflect the community we serve.

Job Revision Information

- Revised: 07/14/22
- Created: 07/14/22