

Director II – Vegas PBS Integrated Content

Position Details

Job Code: U7101

Reference Code: A329

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 43 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position is responsible for leading and supervising the Vegas PBS content production, promotion, communications, community engagement, and digital design teams working on and across all platforms. This position will lead and direct digital strategies and best practices for Vegas PBS. This position will lead the organization in creating engaging, educational, and culturally relevant content for all platforms. This position will lead teams of communication, promotional, digital, programming, and design specialists, to extend the editorial and aesthetic style of the station with internal and external stakeholders. This position will work closely across all departments of the organization and will ensure that local productions across all platforms align with the station's mission; resonate with audiences such as parents/guardians, younger consumers, and further ethnic representation across southern Nevada; and enhance Vegas PBS' presence on shared and owned platforms.

Essential Duties and Responsibilities

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

1. Develops and implements a comprehensive integrated content strategy aligned with station goals and audience growth with parents/guardians, younger consumers, and further ethnic representation for all platforms, such as expanding the content guidelines for all productions, including broadcast deliverables and published digital content.
2. Leads development of a station-wide aesthetic and voice; ensures that the design and editorial are consistent across all platforms.
3. Directs creating, curating, and publishing high-quality digital content across multiple platforms, including the PBS App, websites, newsletters, social media, YouTube, and other streaming services.
4. Increases viewership of current and future original programs through optimizing distribution and presentation on shared and owned platforms.
5. Supports the growth of Vegas PBS news reporting through expanding digital practices, distribution, and content-sharing partnerships.
6. Enhances the relationship between national programming to local communities and station priorities through curating and creating related content, such as utilizing special Heritage Month national productions to elevate awareness of local programming, e.g., such opportunity could be with Hispanic Heritage Month content from PBS and locally produced programming and related events as we have done with *Bienvenidos a Las Vegas*.
7. Guides integrating multimedia elements such as videos, infographics, and interactive features to enhance storytelling and audience engagement.
8. Optimizes the use of social media channels for content distribution and audience engagement such as ensuring locally produced broadcast programs appear across multiple channels (TikTok, Instagram, Facebook, and YouTube) in the formats most appropriate for the platforms.
9. Maintains current knowledge of changing national and local trends and industry best practices Federal Communications Commission (FCC), Public Broadcasting Service (PBS), and Corporation for Public Broadcasting (CPB) requirements.
10. Oversees staff, producers, and editors to develop and manage content plans across all platforms for campaigns, programs, and initiatives.
11. Develops projects involving content, sales, and creative services departments aimed at generating revenue.
12. Develops and redesigns owned platforms such as mobile apps or websites as needed.
13. Establishes internal communications strategies and channels as appropriate to support a robust and consistent messaging environment throughout the CCSD system that aligns with and extends the station's mission, vision, and strategic plan; leverages internal communications channels to support organizational

- change management initiatives as appropriate; directs best practices for content distribution across shared and owned platforms including vegaspbs.org, the PBS App, TikTok, Instagram, X, Facebook, and YouTube.
14. Enhances digital content for discoverability, engagement, and search engine optimization (SEO).
 15. Utilizes analytics and insights from targeted demographics to optimize content performance, drive engagement, and increase reach.
 16. Identifies opportunities for strategic partnerships and collaborations to expand the station's digital footprint and reach new audiences such as parents/guardians, younger consumers, and further ethnic representation.
 17. Ensures consistency in messaging, tone, and visual identity across all digital content, maintaining the station's brand integrity and reputation.
 18. Collaborates closely with other departments, such as education and workforce development, to enhance their visibility on digital platforms.
 19. Collects, distributes, and communicates metrics regarding content and viewership growth and trends to internal stakeholders.
 20. Ensures that all digital content meets legal and regulatory requirements and PBS editorial standards and guidelines.
 21. Coaches and frequently share best practices around digital content production and provides feedback.
 22. Utilizes research and analytics from multiple sources to create a cohesive plan for growth on all platforms.
 23. Stays informed about emerging trends, technologies, and best practices in digital content creation and distribution, and recommends innovative approaches to enhance the station's digital presence.
 24. Communicates with the corporate digital teams and other PBS stations on implementing and sharing best practices.
 25. Expands diversity, equity, and inclusion through digital content efforts.
 26. Represents Vegas PBS with regional and national partners and key affiliations as assigned by Executive Management, as needed.
 27. Performs other duties related to the position as assigned.
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Position Expectations

1. Knowledge of digital technology, procedures, techniques, and terminology.
2. Knowledge of, and proven track record in, both broadcast and digital production.
3. Knowledge of digital analytics and the ability to apply data for strategic implementation.
4. Knowledge of SEO with no less than five years of hands-on experience.

5. Knowledge of digital content trends, platforms, and technologies.
 6. Ability to manage digital platforms with a proven track record that includes YouTube, Instagram, and Facebook.
 7. Ability to analyze and interpret data to drive decision-making.
 8. Ability to establish and maintain cooperative and effective working relationships with others, both internally and externally.
 9. Ability to analyze situations accurately and adopt an effective course of action.
 10. Ability to think creatively and structure stories that engage targeted audiences such as those new to Nevada, parents, and consumers 35+.
 11. Ability to communicate effectively with diverse teams, stakeholders, and consumers.
 12. Demonstrated ability to maintain a high level of initiative.
 13. Possess personal characteristics including, but not limited to leadership, perspective, integrity, flexibility, and professional demeanor.
 14. Ability to exemplify integrity, candor, and high ethical conduct.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in broadcasting, communications, graphic design, journalism, English, or related field; or, Currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

Experience

1. Satisfactory service in corresponding or related positions or have previously demonstrated five (5) years of successful supervisory experience related to the administrative position.
2. A minimum of two (2) years of experience as an administrator in a related position.
3. Ten (10) years of increasingly responsible private or public experience.
4. Demonstrable abilities in broadcast and digital production, management, and strategy.
5. Thorough knowledge of current media trends.

6. Successful performance in the position held at the time of application.

Preferred Qualifications

Demonstrated successful experience working in public media / PBS.

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, 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

- Created: 11/15/24