

# Director I – Communications and Brand Management

## Position Details

Reference Code: A630

Division: 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 functions to provide accurate and timely dissemination of information pertaining to Vegas PBS, its services, and programs to the press, listings services, the public, and government entities. This position will serve to promote the public image of Vegas PBS. This position is directly responsible to the Content Director, Vegas PBS.

---

## Essential Duties and Responsibilities

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

1. Plans and coordinates strategic marketing and public relations for all services of Vegas PBS using traditional and emerging media.
2. Plans, coordinates, and conducts station events and press tours of the station facility.
3. Manages the work of a public relations firm on behalf of the station and directs the efforts of an internal staff dedicated to marketing, communications, social media, and Web and media relations.
4. Coordinates on-air messaging of image, fund raising, and program tune-in spots on six (6) multiple TV and cable channels, and coordinates all branding across all distribution platforms.

5. Produces all printed documents about station activities and manages the Web producer to ensure continuity of messaging and priority of promotional efforts.
  6. Directs and oversees writing and editing of press releases and social media.
  7. Edits the monthly member's magazine and program guide; writes the annual report and coordinates its production and distribution.
  8. Provides marketing support for TeacherLine, educational services, and legislative relations offered by Vegas PBS.
  9. Serves as station liaison at press events; represents the station at community and member events.
  10. Negotiates trade agreements and contracts for donated and paid advertising, promotions, and event tickets.
  11. Responsible for digital marketing strategies for all Vegas PBS services.
  12. Supervises and evaluates the performance of assigned staff.
  13. Performs other duties related to the position, as assigned.
- 

## **Position Expectations**

1. Must embrace, actively support, and develop the corporate culture of teamwork, diversity and inclusion, integrity, excellence, and service.
  2. Possess excellent writing and public speaking skills.
  3. Effective computer skills, including proficiency in creating presentations.
  4. Knowledge of TV studio environment/set design/host preparation/graphic design.
  5. Ability to create scripts, promotions, pledge roll ins, interstitials, voiceovers, news releases, media alerts, radio copy, web content, etc.
  6. Ability to work cooperatively with Vegas PBS and Clark County School District personnel and representatives of community agencies.
  7. Ability to manage complicated budgets.
  8. Ability to meet tight deadlines.
  9. Ability to plan annual marketing objectives.
  10. Ability to explain station programming to viewers.
  11. Ability to create marketing materials for targeted audiences.
  12. Commitment to the mission and values of the PBS Brand.
-

# Position Requirements

## Education and Training

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

## Licenses and Certifications

None specified.

## Experience

1. Satisfactory service in corresponding or related positions, or five (5) years of successful supervisory experience related to the administrative position.
2. Minimum of five (5) years' experience managing large budgets in advertising, public relations, television or radio news, or direct management of these functions.
3. Excellent public relations/marketing skills and experience working cooperatively with representatives of the news media, government and regulatory agencies, and members of the community.

## Preferred Qualifications

None specified.

**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: 03/29/22
- Created: 01/06/09