

Vegas PBS – Social Media Specialist

Position Details

Class Code: 3126

Job Family: Broadcast/Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 56 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

Position Summary

Under general supervision, works independently to create, curate, and schedule social media content for Vegas PBS across all major platforms. This position plays a key role in implementing digital strategies and expanding audience reach through impactful, engaging and mission-aligned content. Responsibilities include, but are not limited to, daily scheduling and publishing of posts, developing content in collaboration with internal departments, and helping shape the station's digital voice on platforms such as Instagram, Tik-Tok, Facebook, YouTube, and X (Twitter). This position brings strong skills in mobile-first video production and audience engagement.

Essential Duties and Responsibilities

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

1. Curates, creates, schedules, and publishes social media content for Vegas PBS across all major platforms.
2. Develops short-form videos, polls, GIFs, reels, and graphics optimized for mobile viewing and current social trends.
3. Shoots and edits video content, particularly for Instagram Reels, TikTok, and YouTube Shorts, often using mobile devices.

4. Collaborates with other departments to generate content aligned with station programming, community events, and local engagement priorities.
 5. Coordinates with internal and external creative teams to manage the production and delivery of social-first assets.
 6. Collaborates with the marketing team to develop and execute cohesive social media campaigns.
 7. Monitors daily trends, hashtags, and viral formats to identify and propose new content opportunities.
 8. Engages with followers, responds to comments, and supports community management and moderation activities.
 9. Tracks and reports analytics to inform platform strategy and content optimization.
 10. Assists with live social media coverage of events and shoots.
 11. Ensures all content adheres to PBS editorial standards and reflects the Vegas PBS brand voice, tone, and values.
 12. Supports Vegas PBS initiatives to reach and engage younger and more diverse audiences.
 13. Stays current on emerging platforms, tools, and best practices in social media storytelling.
 14. Conforms to safety standards, as prescribed.
 15. Performs other tasks related to the position, as assigned.
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Distinguishing Characteristics

Produces mission-aligned, mobile-first content that strengthens community engagement and amplifies the digital voice of Vegas PBS.

Knowledge, Skills, and Abilities (Position Expectations)

1. Knowledge of social media trends, platform algorithms, and mobile-first video storytelling.
2. Knowledge of producing short-form video and multimedia content using mobile or DSLR devices.
3. Knowledge of social media analytic tools to track performance, engagement metrics.
4. Knowledge with Canva, Adobe Premiere Rush, CapCut, or similar mobile editing applications.
5. Skills in interpreting social metrics and adapting strategy accordingly.

6. Skills in compelling captions, headlines, and platform-specific copy.
 7. Ability to maintain strong organization skills.
 8. Ability to brainstorm and develop innovative social media campaigns and content ideas.
 9. Ability to demonstrate a collaborative mindset with the ability to work seamlessly across departments and communicate effectively with diverse teams.
 10. Ability to manage multiple content calendars.
 11. Ability to work under pressure and meet deadlines.
 12. Ability to handle social media crises and negative feedback professionally and promptly.
 13. Ability to engage with online communities, responding to comments, and managing brand reputation.
 14. Ability to adapt to changing algorithms, audience preferences, and organizational priorities.
 15. Ability to recognize and report hazards and apply safe work methods.
 16. Possess physical and mental stamina commensurate with the responsibilities of the position.
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Position Requirements

Education, Training, and Experience

1. High school graduation or other equivalent (General Educational Development [GED], foreign equivalency, etc.).
2. Bachelor's degree from an accredited college or university in Communications, Journalism, Digital Media, or a closely related field; or, Four (4) years of professional experience in video and/or digital media production.

Licenses and Certifications

Applicant/employee must be able to provide their own transportation.

Preferred Qualifications

1. Experience in marketing, television broadcasting, or digital media.
 2. Experience using social media management and analytics tools (e.g., Sprout Social).
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Document(s) Required at Time of Application

1. High school transcript or other equivalent (GED, foreign equivalency, etc.).
 2. College transcript(s) from an accredited college or university, if applicable.
 3. Specific documented evidence of training and experience to satisfy qualifications.
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Examples of Assigned Work Areas

Clark County School District (CCSD)/Vegas PBS facilities, schools and department offices.

Work Environment

Strength

Medium - exert force of 25-50 lbs., occasionally; 10-25 lbs., frequently; up to 10 lbs., constantly.

Physical Demand

Frequent sitting, standing, walking, pushing, pulling, stooping, kneeling, crouching, reaching, handling, talking, hearing and repetitive fine motor activities. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near acuity, occasional far acuity, and color vision. Vision to read printed and online materials, Video Display Terminal screens, or other monitoring devices.

Environmental Conditions

Climate-controlled office setting with temperatures ranging from mild to moderate cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

Hazards

Furniture, office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment).

Examples of Equipment/Supplies Used to Perform Tasks

Computers, peripheral devices, printers, modems, computer software and/or hardware, audio/visual presentation materials printers, copiers, calculators, fax machines, telephones, filing cabinets/equipment, etc.

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: 11/17/25