

**COORDINATOR III, VEGAS PBS PUBLIC INFORMATION AND MEDIA MANAGER  
A975**

**This selection process is open until filled.**

**THE POSITION**

The person selected for this **professional-technical position** will serve as a unified employee and will create, plan, organize, and direct operations and activities related to strategic communications such as social media, print, video and audio messages, and future venues that promote station programs, functions, goals, and objectives of Vegas PBS. The individual selected for this position will be directly responsible to the Director of Content, Vegas PBS. **This position is paid for by PBS – generated funds and has no impact to the General Fund.**

**RESPONSIBILITIES**

1. Develops strategic communication programs and projects to support the mission and goals of Vegas PBS.
2. Develops and updates crisis communication plans; represent Vegas PBS during crisis situations, training, and drills.
3. Interfaces with station employees, media, agencies, the community, and the public to gather and implement internal and external communications.
4. Manages the work of a public relations firm and advertising agency on behalf of the station.
5. Coordinates communication and information between Station Management and outside agencies to ensure proper and timely implementation of station activities.
6. Coordinates on-air messaging of image, fund raising, and program tune-in spots on 14 TV, online, and cable channels.
7. Provides research, script writing and editing, location selection and reservation, participant availability; directs and coordinates other details for major donor, corporate sponsor, membership activities and events.
8. Provides communications and technical expertise, information, and assistance to station personnel and participants, including video participants, regarding assigned programs, projects, and activities.
9. Oversees the acquisition and scheduling of Public Service Announcements (PSAs) and Education Service Announcements (ESAs); coordinate tracking and reporting on such efforts.
10. Participates in the development of promotional strategies for television and Web-based media; prepare and deliver oral presentations to outside corporations to facilitate support for program activities.
11. Conducts school and community presentations to keep community members informed of program activities.
12. Researches and writes using Associated Press style guidelines, and edits press releases, media alerts and stories related to the activities of Vegas PBS.
13. Prepares and maintain various records and reports related to station activities, public relations, marketing, advertising efforts, data, and analysis.
14. Edits the monthly member's magazine and program guide; writes the annual report and coordinates its production and distribution.
15. Attends and conduct a variety of meetings, as assigned to keep current regarding communication plans, television programming, and strategic planning.
16. Oversees proper implementation of Web site and social media content.
17. Participate in or assist station employees with media and public relations activities and presentations.
18. Serve as official Vegas PBS spokesperson and liaison, as directed, to provide information, promote educational programs or events, and in emergency situations, as needed.
19. Perform other duties related to the position, as assigned.

## **MINIMUM REQUIREMENTS**

1. Currently serving as a professional-technical employee with the Clark County School District or have a Bachelor's degree in film studies, communications, public relations, journalism, or a related field.
2. Satisfactory service in corresponding or related positions, or five (5) years of successful supervisory experience related to the administrative position.
3. Five (5) years increasingly responsible experience writing, directing, and producing communications plans, marketing materials, and television programming including two (2) years experience working in an educational setting.
4. Documented experience in working successfully with local media outlets and working in video production and social media.

## **POSITION EXPECTATIONS**

1. Knowledge of strategic communications planning and implementation.
2. Ability to identify existing or emerging communications opportunities and initiate application for the District.
3. Knowledge of public information, broadcasting and journalism practices, procedures, techniques, and requirements.
4. Knowledge of requirements for creating and producing educational television programs.
5. Knowledge of organization and production of Public Service Announcements.
6. Knowledge of principles, practices, and procedures involved in the development of program content, scripts, filming locations, on-camera talent, and voice-over writing.
7. Knowledge of current social media Web sites and trends in digital communications, including requirements for creating and disseminating information through means other than print and broadcast.
8. Knowledge of applicable laws, codes, regulations, policies, and procedures.
9. Knowledge of public relations and public speaking techniques.
10. Ability to communicate effectively both orally and in writing.
11. Ability to prepare and deliver oral presentations.
12. Ability to operate video production and editing equipment.
13. Ability to coordinate information with key individuals to produce quality programming.
14. Possess interpersonal skills to include the ability to exercise tact, diplomacy, and courtesy.
15. Ability to work independently with minimal supervision and to meet project deadlines.
16. Ability to recognize the sensitive nature of information and to maintain confidentiality.

## **SALARY**

This is a twelve-month position with placement on Range 40 (\$65,964-\$88,404) of the Unified Administrative Salary Schedule. Placement will be made in accordance with Clark County School District Administrative Regulation 4291 (Placement and Advancement on the Unified Administrative Salary Schedule). Placement higher than Step C (\$72,756) SHALL NOT be granted to professional-technical employees (non-licensed administrators) new to the Clark County School District except by decision of the Superintendent or designee.

## **APPLICATION**

Persons interested in the position and who meet the minimum qualifications **MUST** submit the required application through our web page at [www.ccsd.net/jobs](http://www.ccsd.net/jobs), **AND** submit a detailed resume to Bernie Goodemote, 3050 East Flamingo Road, Las Vegas, Nevada 89121 or fax to (702)799-2954. To receive consideration in this selection process, the following materials are required: a signed copy of the electronic application, three (3) letters of recommendation of which one (1) must be from the applicant's current supervisor, a current resume, and complete set of college transcripts (copies of official transcripts will be accepted), and must be submitted to Specialized Human Resources Services, Human Resources Division, 2832 East Flamingo Road, Las Vegas, NV 89121, **within five (5) days of submitting the completed on-line application.**

The letters of recommendation should be composed to Dr. Staci Vesneske, Chief Human Resources Officer, Clark County School District, 2832 E. Flamingo Road, Las Vegas, NV 89121.

And, the letters of recommendation (a minimum of 3 letters required) may be submitted using one of the following methods:

1. Via e-mail to: [shrsmail@interact.ccsd.net](mailto:shrsmail@interact.ccsd.net)
2. Via U.S. mail: Specialized Human Resources Services  
Attention: Jean King  
2832 E. Flamingo Road  
Las Vegas, NV 89121
3. Via fax: (702)799-5115

Current and previous employers may be contacted for references, and applicants for this position are subject to a thorough background investigation. Please direct all questions to Specialized Human Resources Services at (702)799-5484. Internet applications may be accessed at the Clark County School District Education Center, 2832 East Flamingo Road, Las Vegas, NV 89121. Interested applicants may also contact their local public libraries for information regarding Internet access in their area.

#### **An Affirmative Action/Equal Opportunity Employer**

**This employer does not knowingly discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin.**