

CLARK COUNTY SCHOOL DISTRICT
Human Resources Division

DIRECTOR I - CORPORATE COMMUNICATIONS

Reference Code: A630

Division: Vegas PBS

Classification: Professional-Technical

Terms of Employment: Range 42 of the Unified Administrative Salary Schedule, 12 Months

FLSA STATUS: EXEMPT

POSITION SUMMARY: This position is responsible for the 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 functions to promote the public image of Vegas PBS. This position is directly responsible to the General Manager, Vegas PBS.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

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

1. Plan and coordinate strategic marketing and public relations for all services of Vegas PBS.
2. Plan, coordinate, and conduct station events and press tours of the station facility.
3. Manage the work of a public relations firm and advertising agency on behalf of the station.
4. Coordinate on-air messaging of image, fund raising, and program tune-in spots on 14 television and cable channels.
5. Produce all printed documents about station activities and coordinate with the Web producer to ensure continuity of messaging and priority of promotional efforts.
6. Write and edit press releases and media alerts.
7. Edit the monthly member's magazine and program guide; write the annual report and coordinate its production and distribution.
8. Provide marketing support for Virtual High School, TeacherLine, General Educational Development (GED), and other credit courseware offered by Vegas PBS.
9. Serve as station liaison at press events; represent the station at community and member events. Plan and conduct digital television (DTV), demonstrations.
10. Negotiate trade agreements for donated advertising, promotion, and event tickets.
11. Supervise and evaluate the performance of assigned staff.
12. Perform other duties related to the position, as assigned.

POSITION EXPECTATIONS:

1. Ability to create scripts, promotions, pledge roll-ins, interstitials, voiceovers, news releases, media alerts, radio copy, Web content, etc.
2. Ability to work cooperatively with department and Clark County School District personnel and representatives of community agencies.
3. Ability to manage complicated budgets.
4. Ability to meet tight deadlines.
5. Ability to plan annual marketing objectives.
6. Ability to explain station programming to viewers.
7. Ability to create marketing materials for targeted audiences.
8. Possess excellent public relations/marketing skills and experience working cooperatively with representatives of the news media, government and regulatory agencies, and members of the community.
9. Possess excellent writing and public speaking skills.
10. Effective computer skills, including proficiency in creating PowerPoint presentations.
11. Knowledge of television studio environment/set design/host preparation/graphic design.

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:

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 five (5) years of successful supervisory experience related to the administrative position.
2. Five (5) years experience managing large budgets in advertising, public relations, television, or radio news, or direct management of these functions.

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

Equal Employment Opportunity – Affirmative Action

The Clark County School District is an equal opportunity employer and will not knowingly discriminate in any area of employment. Those include discriminatory recruiting and hiring practices against any United States citizen or legal alien on the basis of race, color, creed, religion, sex, age, marital status, national or ethnic origin, or disability and shall extend to working conditions, training, promotion, and terms and conditions of employment.