

Coordinator III – Vegas PBS Marketing Manager

Position Details

Job Code: U7402

Reference Code: A975

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 40 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position functions to 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, Digital Marketing, Vegas PBS.

Essential Duties and Responsibilities

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

1. Develops strategic communication programs and projects to support the mission and goals of Vegas PBS.
2. Develops and updates crisis communication plans; represents 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 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 television (TV), online, and cable channels.
 7. Provides research, script writing and editing, location selection and reservation, and 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); coordinates tracking and reporting on such efforts.
 10. Participates in the development of promotional strategies for television and web-based media; prepares and delivers 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 (AP) style guidelines, and edits press releases, media alerts, and stories related to the activities of Vegas PBS.
 13. Prepares and maintains 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 conducts a variety of meetings, as assigned to keep current regarding communication plans, television programming, and strategic planning.
 16. Oversees proper implementation of website 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.
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Position Expectations

1. Must embrace, actively support, and develop the corporate culture of teamwork, diversity and inclusion, integrity, excellence, and service.
2. Knowledge of strategic communications planning and implementation.

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 (PSAs).
 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 websites 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 identify existing or emerging communications opportunities and initiate application for the Clark County School District.
 11. Ability to communicate effectively both orally and in writing.
 12. Ability to prepare and deliver oral presentations.
 13. Ability to operate video production and editing equipment.
 14. Ability to coordinate information with key individuals to produce quality programming.
 15. Possess interpersonal skills to include the ability to exercise tact, diplomacy, and courtesy.
 16. Ability to work independently with minimal supervision and to meet project deadlines.
 17. Ability to recognize the sensitive nature of information and to maintain confidentiality.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in marketing, project management, communications, or 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. Five (5) years of experience writing, directing, and producing communications plans, strategic marketing plans, marketing materials, special event planning, and television programming including two (2) years' experience working in an educational setting.
3. Documented experience in working successfully with local media outlets and working in video production and social media.

Preferred Qualifications

1. Holds a hospitality and tourism management degree from an accredited college or university or a Project Management Professional (PMP) Certification.
2. Ability to work flexible schedules.

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: 07/26/22
- Created: 08/01/12