

CLARK COUNTY SCHOOL DISTRICT
Human Resources Division

COORDINATOR III – PUBLIC INFORMATION AND MEDIA MANAGER

Reference Code: A724

Division: Community and Government Relations

Classification: Professional-Technical

Terms of Employment: Range 40 of the Unified Administrative Salary Schedule, 12 Months

FLSA STATUS: EXEMPT

POSITION SUMMARY: This position is responsible to create, plan, organize, and direct operations and activities related to strategic communications such as social media, video and audio messages, the Inside Education and School Matters television shows, and future venues that promote education programs, functions, goals, and objectives of the Clark County School District. This position is directly responsible to the Director of Communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

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

1. Develop strategic communication programs and projects to support the mission and goals of the District.
2. Develop and update crisis communication plans; represent the Communications Office during crisis situations, training, and drills.
3. Interface with District employees, media, agencies, the community, and the public to gather and implement internal and external communications.
4. Provide oversight of production of communications programs and projects, including related television shows and web-based media to meet deadlines and comply with quality standards; ensure program activities comply with Clark County School District standards, policies, procedures, rules, and regulations.
5. Coordinate communications and information between District personnel and outside agencies to ensure proper and timely implementation of educational television activities.
6. Develop program content by communicating ideas between District personnel and outside representatives; receive and respond to input from students, parents, agencies, and educators to improve future television productions.
7. Oversee related staff and production details, including content research, script writing and editing, location selection and reservation, participant availability, on-camera talent, and voice-over conduct; direct and coordinate other production details to ensure high-quality educational products.
8. Provide communications and technical expertise, information, and assistance to District personnel and participants, including video participants, regarding assigned programs, projects, and activities.
9. Assist in the formulation and development of policies, procedures, and programs.
10. Oversee the production of Public Service Announcements (PSAs) and Education Service Announcements (ESAs); coordinate tracking and reporting on such efforts.
11. Participate in the development of promotional strategies for educational television and web-based media; prepare and deliver oral presentations to the Superintendent's Cabinet, programming representatives, and outside corporations to facilitate support for program activities.
12. Conduct school and community presentations to keep community members informed of program activities.
13. Oversee the development of and/or compose and develop television scripts, rundown sheets, production timetables, Cabinet reports, public funding availabilities and expenditures, and other related documentation.
14. Prepare and maintain various records and reports related to personnel and assigned activities.
15. Participate in the development of the annual preliminary budget; analyze and review budgetary and financial data; control and authorize public funding expenditures in accordance with established limitations.
16. Operate video production and editing equipment as needed.
17. Attend and conduct a variety of meetings, as assigned; attend seminars to keep current regarding District communications plans and programs, television programming, strategic planning, and developments and improvements.
18. Develop and ensure proper implementation of website and social media content.

19. Participate in or assist District employees with media and public relations activities and presentations.
20. Serve as official District spokesperson and liaison, as directed, to provide information, promote educational programs or events, and in emergency situations, as needed.
21. Supervise and evaluate the performance of assigned staff.
22. Perform other duties related to the position, as assigned.

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.

POSITION REQUIREMENTS:

Education and Training:

An earned bachelor's degree from an accredited college or university in film studies, communications, public relations, journalism, or related field 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 increasingly responsible experience writing, directing, and producing communication plans, marketing materials, 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.

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.