

President and General Manager – Vegas PBS

Position Details

Job Code: U7354

Reference Code: A297

Division: Operational Services Unit

Classification: Administrator

Terms of Employment: At-Will, Equivalent to [Step 49 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

The President and General Manager of Vegas Public Broadcasting Service (PBS) provides strategic, financial, programmatic, technical, and operational leadership for telecommunication services including broadcast television, educational access cable, internet streaming, internet instruction and information websites, scholastic and adult online education, audio visual services for public schools, emergency communication datacasting, and media resources for special needs of children and adults. The President and General Manager also serves as the Executive Director of Southern Nevada Public Television (SNPT), a related 501 (c)(3) nonprofit corporation with a separate Board that secures annual financial and legislative support for the station, facilitates testamentary gifts, and manages donated endowment fund investments. This position reports directly to the Superintendent of Schools, Clark County School District.

Essential Duties and Responsibilities

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

1. Directs the programming and production activities of Vegas PBS in the broad public interest to include diverse viewpoints in a noncommercial, nonpartisan, and nonsectarian manner.

2. Ensures that Vegas PBS facilities, equipment, operations, and staff training meets the most current technology and best practices of the public television and educational media industry.
3. Meets regularly and serves in a leadership capacity with community organizations to identify programming and service needs that can be covered in television programming and can be enhanced through video-based outreach and engagement services.
4. Provides journalistic guidance for local productions consistent with Nevada laws and the PBS Principals of Editorial Integrity for local public affairs programming, town halls, election debates, legislative coverage, and other broadcast content.
5. Represents the station in meetings with local, state, and federal elected officials; corporate, foundation, union, and trade association leaders; governmental agencies; nonprofit organizations; and national and state organizations associated with public broadcasting.
6. Supervises strategic initiatives for individual, corporate, and foundation support of the station and meets personally with individuals and organizational representatives to solicit large gifts and negotiate enterprise contracts to support the programming activities of Vegas PBS.
7. Maintains active relationships with local emergency communications organizations including CCSD Police Services, maintains confidential security information, and prepares station facilities and staff to respond to civil emergencies.
8. Develops personal relationships and leads information efforts designed to familiarize elected officials with the impact and potential of public broadcast programming and technology.
9. Works closely with CCSD academic leadership and the Nevada Department of Education (NDE) to leverage national PBS programs and services with local Vegas PBS technology to maximize its impact on educational achievement.
10. Oversees production of District funded instructional, professional development, community information, and public meeting content for television, cable, internet, and other media.
11. Prepares and manages the Vegas PBS and SNPT budgets, ensures compliance with purchasing and payroll regulations; prepares short- and long-range financial reports and forecasts.
12. Oversees the execution of contracts, purchasing procedures, employee relations policies, and communication strategies within and outside of the station.
13. Makes organizational structure determinations based on operational needs, available resources, and industry standards.
14. Prepares and posts Board and committee agendas, agenda materials, financial reports, and other materials needed by the CCSD Board of School Trustees and

SNPT Directors to facilitate their meetings. Directs, reviews, and participates in the preparation and presentation of regular and special reports relative to station activities and needs.

15. Maintains compliance with Nevada open meetings and open records requirements, Federal Communications Commission (FCC) rules and regulations, Internal Revenue Service (IRS) nonprofit regulations, CCSD policies, Corporation of Public Broadcasting (CPB) rules and regulations, PBS editorial integrity practices, and ensures timely preparation and posting of all reports, public files, and meetings notices.
 16. Attends meetings of the CCSD Board of School Trustees, State Board of Education, Chamber of Commerce (Vegas Chamber), Economic Development Authorities, and other associations that provide governance, insight on issues, and financial support to the station.
 17. Directs the selection, supervision, and evaluation of staff in the public television services operation.
 18. Motivates, leads, coaches, develops, and mentors a high-performance management team, with an emphasis on developing capacity in strategic analysis, planning, and program budgeting.
 19. Performs related 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. Communicate and collaborate across the organization with the intent of building trust, developing relationships, involving others in decision making, sharing information, and fostering teamwork while maximizing results.
3. Establish positive relationships with persons regardless of race, color, religion, sex, gender identity or expression, age, disability, sexual orientation, or national origin, with an active commitment to equal opportunity for all students and staff.
4. Demonstrate respect for diverse student and staff populations; respond to others utilizing culturally responsive strategies.
5. Anticipate problems and conflicts and use them as opportunities to initiate thoughtful action an innovation.
6. Promote an environment for excellence that model's honesty and integrity, fosters self-motivated and self-renewing behavior, and helps others perform at their best.
7. Exhibit high personal motivation, energy, and enthusiasm; set high performance standards of self and others.
8. Motivate others and design activities to assist others in meeting organizational goals and demonstrate skills in facilitation of groups to accomplish tasks and to

- make decisions.
9. Be receptive to new ideas and change; commit to personal and professional development.
 10. Use and encourage creative thinking that appropriately challenges current practices, honors diversity, and leads to better learning for all students.
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Position Requirements

Education and Training

An earned master's degree in a related field from an accredited college or university. A bachelor's degree and two (2) years of related work experience may be substituted for the master's degree requirement.

Licenses and Certifications

None Specified.

Experience

1. Fifteen (15) or more years of progressively responsible experience managing general administrative and operating functions within or associated with television broadcasting, nonprofit administration, news and public affairs reporting, governmental agency administration, and/or corporate social responsibility leadership.
2. Proven experience managing changes, knowledge and experience of rapidly changing media technology and audience needs.
3. Demonstrated familiarity and experience leading revenue generation and fundraising activities.

Preferred Qualifications

1. Experience working in public non-commercial broadcasting.
2. Exceptional written and oral communications skills.

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: 04/12/22
- Created: 12/01/08