

Director IV, Education Services and Business Development

Position Details

Job Code: U7103

Reference Code: A296

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 45 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position functions to provide leadership and oversee the technology and instructional television services in the Educational Media Center (EMC) at Vegas Public Broadcasting (PBS). This position provides supervision, marketing, and innovation leadership for the administration/operation of numerous instructional communications as well as technology- based services/projects in multiple areas including, but not limited to Described Captioned Media Center (DCMC), early childhood education, literacy, dropout prevention, English Language Learners (ELL), community outreach, all facets of K-12 curriculum, professional learning, technology integration, and blended learning. These services will serve children, parents/guardians, and educators in public, private, charter, and home schools in a multi-state service area. This position will also be responsible to oversee the planning, strategizing, executing and securing sponsorship of public service media programs, local media productions, educational media services, community outreach workshops, capital equipment, as well as other Vegas Public Broadcasting Service (PBS) activities from corporate entities such as commercial enterprises, associations, corporations, and unions. This position is directly responsible to the President and General Manager, Vegas PBS.

Essential Duties and Responsibilities

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

1. Develops, monitors, and evaluates goals for projects in multiple areas including, but not limited to: early childhood education, literacy, dropout prevention, ELL, community outreach, all facets of K-12 curriculum, professional learning, and blended learning.
2. Directs the selection, supervision, and evaluation of staff as well as volunteers in instructional technology, curriculum, and communications services.
3. Communicates the objectives, organization, staffing, and services of educational media operations to diverse audiences, including parents/guardians, school administrators and instructors, elected officials, media outlets, and public/private donors.
4. Coordinates, researches, and identifies best practices as well as new developments in curriculum, instruction, technology, communications, professional learning, and demographics; follows through to incorporate these concepts into Vegas PBS services.
5. Regulates budget and fund expenditures for all designated instructional television services/projects. Aggressively seeks entrepreneurial partnerships and grant funds for Educational Media Services.
6. Establishes, maintains, promotes, evaluates, and expands TV broadcast and as well as specialized statewide instructional materials, services for deaf/blind patrons and service providers, while leading marketing efforts for these special populations.
7. Supervises the development, production, and distribution of instructional broadcasting, video on demand, and online programs/services for targeted schools as well as broad based At-Home/After-School programs.
8. Develops policies, programs, budgets, procedures, testimony, accountability reports and presentations for representatives, committees, and commissions as well as other organizations and individuals, as needed.
9. Coordinates with other Vegas PBS departments; initiates, prepares, and assists in the direct solicitation of private, business, foundation, local, state, national government grants, and other funding sources.
10. Represents Vegas PBS in a professional role at board meetings, councils, commissions, state and local planning meetings, with other organizations to raise awareness, identify issues, and provides potential professional development and demographics.
11. Analyzes, negotiates, develops, and evaluates contracts, grants, as well as agreements on behalf of Vegas PBS and the Clark County School District.

12. Develops sales/marketing strategies, supports new ideas, and assists in implementation of programs/materials for Public, Private, Charter, and Home Schools.
 13. Supervises, monitors, evaluates, promotes, and provides vision in the development of all areas of services/initiatives provided by the Educational Media Services (EMS) Department, which includes, but is not limited to Instructional Television, Described and Captioned Media Center (DCMC), Educational Media Center (EMC), Ready to Learn (RTL), TeacherLine, OnePlace Video Streaming Services, Keeping Kids Fit (KKF), American Graduate (AG), etc.
 14. Develops/directs strategic opportunities and partnerships with the corporate sector.
 15. Oversees and directs the corporate sales department seeking funding for Vegas PBS's on-air, online, print and community properties.
 16. Oversees and directs as well as develops the planning, strategizing, executing and securing sponsorship of public service media programs, local media productions, educational media services, community outreach workshops, capital equipment, student scholarships, celebrity speakers, and other Vegas PBS activities from individuals, foundations, corporate entities, such as commercial enterprises, associations, corporations, and unions, as well as state or federal agency grants.
 17. Oversees, manages, and monitors revenue/expenses of the Development budget.
 18. Presents and persuades local, state and federal officials, government representatives, committees and commissions of the Nevada State Legislature and other public/private entities to financially support the programs/initiatives of Vegas PBS.
 19. Performs 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 as well as inclusion, integrity, excellence, and service.
2. Effective communication, collaborative, and interpersonal skills.
3. Effective skills in planning, organizing, and coordinating projects.
4. Excellent verbal, written, and presentation skills.
5. Knowledge of relevant legislation, regulations and associated procedures, including copyright, data protection, liability, and compliance to regulatory requirements.
6. Ability to listen to parents/guardians and educator concerns as well as craft

- solutions that optimize Vegas PBS production, distribution, and outreach technologies in a sustainable manner.
7. Ability to supervise all EMS functions for Vegas PBS and encourage a collaborative environment.
 8. Ability to exercise diplomacy, sound judgment, leadership, problem solving, and accountability.
 9. Ability to work cooperatively with other departments, employees and students within Vegas PBS, Clark County School District, Nevada Department of Education (NDE), Board of Regents, Public Broadcasting Services (PBS), Corporation for Public Broadcasting (CPB), and with other local/state/national agencies.
 10. Ability to manage multiple projects and meet deadlines.
 11. Excellent public relations skills and experience working cooperatively with diverse representatives of the community.
 12. Knowledge of Federal Communications Commission (FCC), Copyright, and Educational Fair Use laws/regulations.
 13. Knowledge of FCC spectrum assignment laws, regulations, codes, technical aspects, policies, procedures, practices, and terminology.
 14. Knowledge of digital video streaming and data casting technical specifications, instructional/curriculum design, CCSD classified/non-classified employment practices, policies, procedures, and practices.
 15. Knowledge of broadcast/cable television operation policies, procedures, and practices.
 16. Knowledge of broad range of educational, legal, technical, marketing, CCSD, ESSA and Nevada curricular, evaluation, administrative, operational, and political issues.
 17. Knowledge of Vegas PBS Ready To Learn, PBS TeacherLine, PBS Operations, CPB Operations, National Educational Telecommunications Association, National Instructional Television Fixed Service Association, and Satellite Educational Resource Consortium technical aspects, policies, procedures, terminology, software and practices.
 18. Knowledge of broadcast analog/digital media production instructional design, administration, technical knowledge, policies, procedures, terminology, software and practices.
 19. Extensive negotiating and communication abilities.
 20. Extensive instructional design (planning and developing), logistical planning (preparing, maintaining), operational (administer and coordinate) and evaluation (review) abilities.
 21. Ability to function at a high level with upper level education, business, government

- and political figures.
22. Analytical abilities to deal with highly complex, multi-disciplinary, problems requiring extensive analysis, along with innovation in budgeting, policy and staffing solutions.
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Position Requirements

Education and Training

An earned master's degree in education or a related field from an accredited college or university; or,

An earned bachelor's degree from an accredited college or university with a minimum of five (5) years management experience in instructional media marketing, design, and services, or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

Ability to obtain a valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

Experience

1. Satisfactory service in a corresponding or related positions or five (5) years of successful supervisory experience related to educational technology/curriculum and/or instructional multi-media services.
2. Successful performance in the position held at the time of application.
3. Ability to successfully, complete a writing sample at the time of interviews.
4. Five (5) years' experience supervisory experience managing people, budgets, and databases related to the administrative position.

Preferred Qualifications

1. Knowledge of Federal Communications Commission (FCC), Corporation for Public Broadcasting (CPB), and Public Broadcasting Service (PBS) regulatory requirements.
2. Strong curriculum background including experience with instructional planning and leadership in a large K-12 school district or setting.
3. Demonstrated experience in team leadership and marketing.
4. Demonstrated experience in implementing innovative ways of supporting the EMS Department through technology and coaching initiatives to support solid development and execution of K-12 plans based on the Nevada Academic

Content Standards (NVACS).

5. Experience in a broadcast facility.

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: 09/08/23
- Created: 12/01/08