

# Director III, Digital Marketing

## Position Details

Job Code: U7102

Reference Code: A314

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 44 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

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## Position Summary

This position is responsible for the leadership and supervision for the Communications and Brand Management Department for Vegas PBS. This position oversees the management and oversight of the brand across print and digital media, to include implementing strategies for the management and implementation of the visual and web presence for Vegas PBS. Additionally, this position will ensure the smooth operation of various digital projects such as the development of original digital content, mobile apps, digital products, and communications campaign that enable deeper engagement with our audiences. This position is responsible for developing and executing specific digital campaigns to create and maintain high levels of donor/member interaction and increase company and brand awareness as well as increase member donations through online marketing. This position is directly responsible to the President and General Manager, Vegas PBS.

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## Essential Duties and Responsibilities

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

1. Serves as the digital lead for Vegas PBS. Designs, builds and maintains the digital presence for Vegas PBS.

2. Responsible for the development and implementation of strategies that expand Vegas PBS's digital capacities and capabilities. Extend the reach of content to non-broadcast audiences and utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
3. Design and deploy station aesthetic across all platforms. Responsible for optimization of user experience and audience engagement across digital platforms and devices and advance data-driven decision making.
4. Plans and executes all web, search engine optimization (SEO)/search engine marketing (SEM), database marketing, email, social media, and display advertising campaigns.
5. Oversee initiatives and processes that maximize user experiences on digital platforms, as well as social and public media platforms and other third-party devices that align with station and CCSD strategic priorities.
6. Develops and executes specific digital campaigns to create and maintains high levels of donor/member interaction and increases company and brand awareness.
7. Direct the flow of the content and manage all digital channels, such as social media, websites, and blogs, in a way that builds up and complies with the brand and image of Vegas PBS.
8. Collaborates with development team to increase member donations through online marketing.
9. Collaborates with internal teams to create landing pages and optimize user experience.
10. Utilizing digital marketing strategies, persuades viewers, donors, foundations and community leaders to increase support and awareness for station activities and programs.
11. Utilizes the extensive knowledge of consumer trends to develop persuasive digital marketing plans to enhance the influence of online products or services.
12. Develop and oversee systems and processes for data aggregation, analysis and distribution. Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPI's) using a variety of Web analytics tools (Google Analytics, WebTrends, etc.) (Relevant technical knowledge and experience can include Google AdWords, Facebook, Google Analytics, Kenshoo, and Exact Target.).
13. Acquires insight in online marketing trends and keep strategies up-to-date. Optimizes spend and performance based on the insights.
14. Organizes and develops new and creative growth strategies through digital marketing and social media campaigns.

15. Reviews and analyzes online statistics and changes to the marketplace and identifies the best practice to optimize online market performance or changes plans accordingly. Stays ahead of industry trends, technologies, and best practices and distributes relevant information to Senior Management and Staff.
  16. Collaborates with internal and external partners to identify and solve technical and non-technical problems limiting digital successes.
  17. Train, schedule, assign, supervise and evaluate the work performance of assigned personnel; and, monitor and evaluate contract employees.
  18. Creates functional strategies and specific objectives for the Communications and Brand Management staff and develops budgets/policies/procedures to support the department.
  19. Administers all personnel matters (selection, supervision, training, discipline, and evaluation of department staff).
  20. Identify and allocate personnel and resources to optimize efficiency and effectiveness of station online presence and donor awareness.
  21. Prepares, manages, and monitors revenue and expenses of the Communications and Brand Management department budget.
  22. Represents Vegas PBS with regional and national partners and key affiliations as assigned by Executive Management, as needed.
  23. 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 website and marketing analytics tools (i.e., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.). Relevant technical knowledge can include Google AdWords, Facebook, Google Analytics, Kenshoo, and Exact Target.
3. Knowledge of web design, analytics, social media software, and various marketing tools and methods.
4. Working knowledge of HTML, CSS, and JavaScript development and constraints.
5. Ability to motivate and inspire.
6. Ability to manage processes.
7. Ability to create marketing materials for targeted audiences.
8. Excellent communication and interpersonal skills- ability to communicate clearly, both orally and in writing to convey complex ideas on simple and high tech topics and innovations.
9. Ability to interpret and prepare accountability reports as requested

10. Ability to advocate for Vegas PBS's programs and services
  11. Effective analytical abilities to evaluate industry and organizational trends and develop appropriate campaigns or advertisements.
  12. Analytical mindset - ability to develop budgets.
  13. Critical thinker and problem solving skills
  14. Excellent understanding of digital marketing concepts and best practices
  15. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
  16. Proficient in marketing research and statistical analysis
  17. Creating and maintaining member/donor relationships
  18. Possess demonstrated organization and leadership skills - administer workflow and management assignments
  19. Ability to influence people internally and externally to develop relations or further Vegas PBS and CCSD priorities, programs and services
  20. Ability to work cooperatively with and between Vegas PBS departments, District personnel, representatives of community, and local and national public media organizations.
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## **Position Requirements**

### **Education and Training**

An earned master's degree from an accredited college or university in marketing, digital technologies or similar relevant field, or a bachelor's degree from an accredited college or university in marketing, advertising, public relations, business, management 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 a corresponding or related position or five (5) years of successful supervisory experience related to the administrative position.
2. Minimum of five (5) years in a similar digital marketing role.
3. Minimum of three (3) years' experience in social media marketing, email marketing, data analysis, social media, project leadership, strategic planning, etc.
4. Proven working experience digital marketing, particularly within the broadcast industry.

5. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
6. Experience in optimizing landing pages and user funnels.
7. Experience with A/B and multivariate experiments.
8. Proven working experience in digital marketing, particularly within the industry.

## **Preferred Qualifications**

None specified.

**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: 04/13/22
- Created: 10/19/21