

Director I – Vegas PBS Strategic Planning and Organizational Advancement

Position Details

Job Code: U7100

Reference Code: A553

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 42 of the Unified Administrative Salary Schedule,](#)
[12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position plays a pivotal role in leading the development, implementation, and monitoring of Vegas PBS and Southern Nevada Public Television's (SNPT) strategic plan as well as overseeing and directing Vegas PBS's grant management program ensuring compliance with legal and regulatory reporting requirements. The Director will work closely with Vegas PBS, SNPT, Clark County School District (CCSD), and legislative leaders to ensure Vegas PBS's strategy is aligned with its operations in fundraising, legislative relations and organizational policies and processes to achieve short and long-term goals. This position reports directly to the Director II – Fiscal Management, Vegas PBS.

Essential Duties and Responsibilities

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

1. Leads strategic planning activities specific to public media, including analysis, identification, prioritization, and operationalization of strategic initiatives and objectives.
2. Designs, implements and manages the monitoring of qualitative and quantitative progress metrics and outcomes related to Vegas PBS' strategic plan initiatives.
3. Directs the alignment of departmental goals in Vegas PBS strategic planning with CCSD strategic planning and metrics when possible.
4. Coordinates and facilitates working groups and focus group sessions with leadership, personnel from various divisions, and community members.
5. Analyzes and interprets extensive data files aligned with strategic plan initiatives to drive decision-making and fundraising efforts unique to public media.
6. Assists with the development and implementation of tools and resources tailored to public media for strategic improvement, organizational effectiveness, product development, and data-driven fundraising.
7. Plans and provides support for departments across the organization regarding short and long-term strategies, initiatives, and fundraising opportunities aligned with Vegas PBS' strategic plan.
8. Designs and integrates systems and structures to ensure compliance with restricted funding tracking and reporting.
9. Prepares and presents restricted funding proposals specifically for Vegas PBS and effectively communicates the organization's strategic vision and data-driven fundraising needs to potential funders including Nevada State Legislature, the Governor's office, Corporate Executives, and local government officials.
10. Utilizes data from media measurement tools such as Google Analytics and Nielsen data to inform fundraising, content and marketing strategies within the context of public media.
11. Directs and manages Vegas PBS' grants program ensuring proposals align with strategic initiatives while ensuring compliance with all reporting requirements.
12. Develops, designs and maintains a station reporting dashboard to monitor progress towards strategic initiatives and departmental goals.
13. Develops and implements station initiatives and projects; recommends, interprets, and evaluates policies, procedures and standards for alignment with station strategic initiatives.
14. Performs other duties related to the position, as assigned.

Position Expectations

1. Extensive knowledge and understanding of strategic planning principles specific to public media and the ability to develop and execute long-term plans aligned with the organization's public media mission and vision.

2. Knowledge and understanding of the Vegas PBS organization and its core functions and responsibilities of all departments within Vegas PBS.
3. Strong knowledge of grant and funding proposal writing within the context of public media.
4. Knowledge of research methodologies relevant to public media and the ability to use research findings to inform strategic decision-making.
5. Knowledge and understanding of key performance indicators (KPIs), metrics and data analytics to evaluate project outcomes, evaluate performance, and present reports to key stakeholders.
6. Knowledge of local, state, and federal communications policies and regulations.
7. Knowledge of data analytics in assessing organizational performance, identify opportunities for improvement and measure the impact of strategic initiatives.
8. Knowledge of different leadership styles, how to motivate and inspire people in support of a culture of continuous improvement
9. Ability to interpret media measurement tools, including Google Analytics and Nielsen data, for fundraising and strategic development across all platforms.
10. Ability to build strong relationships with various stakeholders within the public media landscape.
11. Ability to think critically and strategically within the unique context of public media, considering long-term goals and anticipating potential challenges and opportunities.
12. Ability to lead, inspire and motivate teams, delegate responsibilities, and guide the implementation of strategic initiatives.
13. Ability to have effective communication skills specific to public media, articulating the strategic vision and data-driven fundraising needs to stakeholders and potential funders within the public media landscape.
14. Ability to analyze data and make informed decisions on fundraising strategies within the realm of public media.
15. Ability to focus on results within the context of public media and a commitment to achieving measurable improvements.
16. Ability to have proficiency in project management specific to public media to ensure the successful execution of strategic initiatives within established timelines and budgets.
17. Ability to recognize and report hazards and to apply safe work methods.

Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in a relevant field or equivalent experience, with a strong understanding of the public media landscape; or, Currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

A valid driver's license or state-issued identification card.

Experience

1. Satisfactory service in corresponding or related positions, or five (5) years of successful supervisory experience related to the administrative position, with a focus on public media.
2. A minimum of five (5) years progressively responsible experience within the public media sector engaging in strategic planning, data development, extensive data analysis, grant/funding proposal writing, and data-driven fundraising.
3. Successful performance in the position held at the time of application, with a strong track record within public media.

Preferred Qualifications

1. A minimum of five (5) years of professional experience in a related field, with a strong track record in leveraging data for fundraising and strategic development specific to public media.
2. Extensive experience in interpreting media measurement tools such as Google Analytics and Nielsen data for fundraising and strategic purposes within the context of public media.

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, 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

- Created: 10/30/24