

# Coordinator II – Corporate Support Account Executive

## Position Details

Job Code: U7401

Reference Code: A957

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 39 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

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## Position Summary

This position functions as the responsible administrator for identifying prospects for corporate and corporate foundation program sponsorships that provide operating revenue for Vegas PBS, its multiple media platforms, and its numerous community outreach activities. This position is directly responsible to the Director IV, Education Services and Business Development.

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## Essential Duties and Responsibilities

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

1. Prepare research demonstrating the value of sponsorships based on program audiences and prospect marketing goals using Nielsen, Scarborough, and Public Broadcasting Service (PBS) research and diverse other sources of demographic and consumer information and lifestyle preferences.
2. Work with local program producers and educational and workforce outreach coordinators to develop concepts, plans, venues, and implementation for sponsorship opportunities in support of their activities.

3. Continually identify prospects, secure appointments, and pursue funds for broadcast, acquisition, and production of programs.
  4. Provide revenue projections and sales reports; activity reports and call reports, as required by senior management.
  5. Approve scripts and videos for sponsorship identification; ensure accurate placements; and oversee events and sponsor recognition related to sponsor programs or outreach activities.
  6. Prepare and present funding proposals to appropriate personnel in local and national corporations, foundations, associations, advertising agencies, and government. Integrate research as appropriate to prospect.
  7. Interpret Federal Communications Commission (FCC) and PBS sponsorship guidelines to underwriters; and oversee production of on-air announcements in conformity with national rules and station policies. Is vigilant in ensuring adherence.
  8. Work independently and with others to develop advertising and special events to support underwriter recognition, employee involvement, and increased viewership of underwritten programs.
  9. Utilize contemporary audience research materials to prepare sales presentations, marketing materials, and program packaging.
  10. Monitor reports, periodicals, and other media materials to identify prospects to build knowledge and funding sources for proposed broadcast programs.
  11. Coordinate activities with programming and promotion departments to maximize sales opportunities.
  12. Serve as liaison between station's programming, public information, membership, and other departmental staff and funding personnel to provide information on status of projects and to resolve problems.
  13. Monitor compliance with FCC rules and regulations, Copyright laws, and program sponsorship rules and political candidate rules as they apply to underwriting.
  14. Coordinate donor recognition activities, as required.
  15. Supervise and evaluate assigned staff.
  16. Perform other tasks related to the position, as assigned.
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## **Position Expectations**

1. Knowledge of advertising theory and marketing practice.
2. Knowledge of sales closing practices.
3. Knowledge of FCC rules and regulations, copyright laws, program sponsorship rules and political candidate rules.

4. Knowledge of basic programs for personal computers and iPads, Microsoft Outlook, PowerPoint and other presentation software; basic knowledge of Excel and placement of visual graphics in written presentations.
  5. Knowledge of research techniques and uses for Nielsen, Scarborough, TRAC and other databases.
  6. Knowledge of competitive media strategies, pricing and practices.
  7. Knowledge of media terminology – key terms used within the media industry.
  8. General knowledge of non-profit organizational practices.
  9. General knowledge of current community affairs.
  10. Ability to deal with multiple priorities and frequent interruptions.
  11. Strong verbal, written, analytical and persuasive presentation skills and the ability to interact effectively with all types of personalities and all levels of employees, sponsorship prospects, existing customers and outside agencies.
  12. Ability to represent and sell corporate underwriting.
  13. Ability to cultivate and solicit prospective donors.
  14. Ability to compose effective, accurate and clear sponsorship proposals.
  15. Ability to develop and maintain client budgets.
  16. Ability to understand marketing objectives of prospective sponsors and develop sales presentation materials appropriate to them.
  17. Ability to prepare proposals for ad agencies and prospects using data, research, and other demographic and psychographic tools.
  18. Ability to understand, identify and overcome sales objections.
  19. Ability to design sales materials and pricing packages responsive to station mission and sponsor needs.
  20. Possess physical and mental stamina commensurate with the responsibilities of the position.
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## **Position Requirements**

### **Education and Training**

An earned bachelor's degree from a regionally accredited college or university 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.
2. Three (3) years of successful experience in a related field (i.e., advertising, marketing, communications, media relations, broadcast ad sales, grant writing, and public broadcast radio or TV underwriting).
3. Successful performance in the position held at the time of application.
4. Ability to successfully complete a writing sample or a sales presentation at the time of interview.

## **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: 06/13/23
- Created: 03/14/16