

Vegas PBS – Media Communications Specialist

Position Details

Class Code: 3124

Job Family: Broadcast/Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 55 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

Position Summary

Under general direction, plans, creates, writes, and edits publications, press releases, web/social content, and related materials using conventional and computer-aided techniques.

Essential Duties and Responsibilities

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

1. Creates, writes, and edits publications, brochures, ads, press releases, digital content, and related materials across all media platforms (i.e., print, internet, on-air, social, etc.)
2. Determines and advises Vegas PBS employees of the most comprehensive, compelling, and economical methods of presenting/reproducing content.
3. Plans and schedules work; establishes deadlines in cooperation with Vegas PBS Content Department administrators and Vegas PBS Communications and Brand Management Director.
4. Researches, writes, and edits according to Associated Press (AP) style and Vegas PBS branding guidelines.

5. Cooperates with Vegas PBS Content Department administrators and Vegas PBS Communications and Brand Management Director in selecting promotional assets and editorial content.
 6. Researches, updates, and maintains website content, fact sheets, and station marketing materials to ensure posted information is current, compelling, and engaging.
 7. Estimates/tracks assignment costs, durations, and materials used for budget/reporting purposes.
 8. Ensures all editorial content complies with brand standards.
 9. Ensures all editorial projects are delivered on-time and within budget.
 10. Develops/maintains the communications plan and calendar.
 11. Delegates assignments and reviews others' work, as needed.
 12. Conforms to safety standards, as prescribed.
 13. Performs other tasks related to the position, as assigned.
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Distinguishing Characteristics

Researches and creates communication materials for distribution. Possesses creativity, communication, and problem-solving skills; is familiar with social media platforms (i.e., Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, etc.), computer graphics, and design software.

Knowledge, Skills, and Abilities (Position Expectations)

1. Embraces, supports, and develops the corporate culture of teamwork, diversity, integrity, inclusion, excellence, and service.
2. Proficient in computer applications such as Microsoft Office Suite, social media platforms, and emerging digital communication tools.
3. Strong knowledge of English language usage, spelling, grammar, and punctuation.
4. Knowledge of social, cultural, and psychological factors of target audience(s).
5. Ability to recognize sensitive issues and maintain confidentiality.
6. Knowledge of techniques and materials used in presentations.
7. Ability to apply expert analytical, critical thinking, and judgement skills.
8. Ability to meet and confer with administrators.
9. Ability to work independently with limited supervision.
10. Ability to work under pressure and meet deadlines.

11. Ability to interpret and follow written/verbal instructions.
 12. Ability to relate well with administrators, employees, and the public.
 13. Ability to recognize/report hazards and apply safe work methods.
 14. Ability to provide feedback and work collaboratively with graphic/web designers.
 15. Possess physical and mental stamina commensurate with the responsibilities of the position.
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Position Requirements

Education, Training, and Experience

1. High school graduation or other equivalent (i.e., General Education Development (GED), foreign equivalency, etc.)
2. Associate Degree from an accredited college/university in a related field and three (3) years' professional work experience; or, Bachelor's Degree from an accredited college/university in a related field and one (1) year of professional work experience.

Licenses and Certifications

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

Preferred Qualifications

Degree in English, journalism, or communications.

Document(s) Required at Time of Application

1. High school transcript or other equivalent (i.e., GED, foreign equivalency, etc.)
 2. Copy of a valid driver's license or state-issued identification card.
 3. Transcript(s) from an accredited college/university.
 4. Specific documented evidence of training and experience to satisfy qualifications.
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Examples of Assigned Work Areas

Vegas PBS offices/departments.

Work Environment

Strength

Medium/heavy - exert force of 20-50 lbs., occasionally; 10-25 lbs., frequently; up to 10 lbs., constantly.

Physical Demand

Frequent sitting, standing, walking, pushing, pulling, stooping, kneeling, crouching, reaching, handling, and repetitive fine motor activities. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near acuity, occasional far acuity, and color vision. Vision to read printed and online materials, a Video Display Terminal (VDT) screen, or other monitoring devices.

Environmental Conditions

Climate-controlled office setting with temperatures ranging from mild to moderate cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

Hazards

Furniture, office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment.)

Examples of Equipment/Supplies Used to Perform Tasks

Offset press, process camera, film processor, computers, printers, scanners, collator, paper cutter, laminator, telephones, calculators, copy machines, fax machines, hand tools, cleaning solvents, telephones, filing cabinets/equipment etc.

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

- Revised: 07/19/23
- Created: 09/24/18