

# Director II, Development

## Vegas PBS

### A813

Position closes on October 31, 2019

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## Position Summary

The person selected for this **professional-technical administrative position** will be responsible for planning, strategizing, executing and securing sponsorship of public service media programs, local media productions, educational media services, community outreach workshops, capital equipment, and other Vegas PBS activities from individuals, associations, corporations, unions, foundations and state or federal agency grants. This position will serve to lead, direct, and manage the grant, sales, and fundraising department of Vegas PBS. This position is directly responsible to the General Manager, Vegas PBS.

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## Responsibilities

1. Plans, develops, and supervises continuing community-wide revenue producing campaigns from for profit, nonprofit, and government institutions using direct mail, telemarketing, proposal writing, and sales of electronic and print media, media kits, special events, social media, and personal solicitations and testamentary gifts.
2. Develops and executes an ongoing plan for securing sponsorship of public service media programs, local media productions, educational media services, community outreach workshops, student scholarships, celebrity speakers, capital equipment, and other Vegas PBS activities from associations, corporations, unions, foundations, and state or federal agency grants.
3. Develops marketing strategies and sales materials designed to maximize support for Vegas PBS activities using data and contacts from Neilsen, Scarborough, Media Audit, Foundation Center, and other research sources.

4. Trains, motivates, and supervises sales and grant writing staff to implement institutional giving strategies through personal solicitation, grant requests, accountability reports, and social events.
  5. Develops and supervises plans for foundation, corporate, and governmental financial support in cross-platform presentations using TV, cable, internet, social media, and print advertising.
  6. Presents and persuades local, state and federal officials, government representatives, committees and commissions of the Nevada State Legislature and other public and private entities to financially support the programs and initiatives of Vegas PBS.
  7. Negotiates and signs contracts in a variety of areas including grants, professional development, corporate and individual sponsorships.
  8. Prepares, manages, and monitors revenue and expenses of the Development budget.
  9. Maintains current knowledge of changing national and local trends in institutional and individual giving, Internal Revenue Service (IRS) regulations, state laws, Federal Communications Commission (FCC) and Corporation for Public Broadcasting (CPB) requirements. Attends seminars intended to maintain currency in these areas.
  10. Represents Vegas PBS at community events attended by other nonprofit executives, business leaders, union leaders, foundation executives, elected officials, and community leaders. Represents Vegas PBS and the Clark County School District at multiple local, state, and national meetings, presentations, and board meeting held by the Southern Nevada Public Television (SNPT) and Clark County School District Board of Trustees.
  11. Performs other tasks related to the position, as assigned.
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## Minimum Requirements

1. Currently serving as a professional-technical employee with the Clark County School District or have a Bachelor's degree in Business, Nonprofit Management, Public Administration, or a related field from an accredited college or university.
2. Satisfactory service in a corresponding or related positions or have five (5) years of managing a corporate sales team and organizing the solicitation of foundation and government grants.
3. Five (5) years of successful supervisory experience managing people, budgets, and databases related to the administrative position.
4. Demonstrated experience with designing data-driven marketing programs directed to advertising agencies.

5. Experience indicating ability to develop personal relationships with individual decision makers that lead to significant institutional investments.
  6. Knowledge and experience with nonprofit software, donor databases, and other fundraising technology.
  7. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.
  8. Ability to successfully complete a writing sample or a sales presentation at the time of interview.
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## **Preferred Qualifications**

Hold or be able to acquire within one year, Certified Fund Raising Executive (CFRE) certification. Certification must be maintained for the duration of the assignment.

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## **Position Expectations**

1. Knowledge of FCC rules and regulations for Public Television Stations.
2. Knowledge of TV studio environment/set design/host preparation/graphic design.
3. Knowledge and understanding of the station's priorities, objectives, and goals.
4. Possess strong project management skills.
5. Possess excellent writing and public speaking skills. Effective computer skills, including proficiency in creating presentations.
6. Ability to create scripts, promotions, pledge roll ins, interstitials, voiceovers, news releases, media alerts, radio copy, web content, etc.
7. Ability to plan, prioritize, manage, and lead a development team, including corporate and foundation sales, researchers, event planners, annual fund, and planned gift specialists.
8. Ability to manage processes and accountability through all phases of sales, including sales kits, prospecting, appointments, proposals, closing, cultivation, upgrade, and renewals with corporate and individual clients.
9. Ability to work cooperatively with Vegas PBS and Clark County School District personnel and representatives of community agencies.
10. Ability to manage complicated budgets.
11. Ability to meet deadlines; deal with difficult individuals while maintaining composure.
12. Ability to plan annual sales and fundraising objectives.
13. Ability to explain station programming to viewers.
14. Ability to create sales materials and presentations for targeted audiences.
15. Commitment to the mission and values of the PBS Brand.

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## Salary and Benefits

This is a twelve (12)-month position with placement on Range 43 (\$83,952 - \$112,428) of the Unified Administrative Salary Schedule. Placement will be made in accordance with Clark County School District Regulation 4291 (Placement and Advancement on the Unified Administrative Salary Schedule). Placement higher than Step C (\$92,604) shall not be granted to professional-technical employees (non-licensed administrators) new to the Clark County School District except by decision of the Superintendent or designee.

- For current Salary Schedule information, please visit this site: <https://www.ccsd.net/employees/resources/pdf/salary-info/AdminSalarySchedulesFY2020.pdf>
- For additional regulation language regarding salary placement, please visit this site: [http://www.ccsd.net/district/policies-regulations/pdf/4291\\_R.pdf](http://www.ccsd.net/district/policies-regulations/pdf/4291_R.pdf)

Nevada Public Employees' Retirement System (PERS) – Information regarding Nevada PERS can be obtained at [www.nvpers.org](http://www.nvpers.org).

Fully-paid employee premiums for medical, dental, vision, life, and long-term disability insurance. Family policies are also available.

Six (6) personal leave days each year, two (2) days of vacation accrued each month, and fifteen (15) days of sick leave each year.

## Application

Persons interested in the position and who meet the minimum qualifications **MUST** submit the required online application through our web page at <http://teachvegas.ccsd.net>, **AND** submit a detailed resume to Bernie Goodemote, 3050 East Flamingo Road, Las Vegas, Nevada 89121 or email [Recruitment@VegasPBS.org](mailto:Recruitment@VegasPBS.org) by 12:00 noon (PST), on **Thursday, October 31, 2019**. To receive consideration in this selection process, the following required materials: three (3) letters of recommendation of which one (1) must be from the applicant's current supervisor, a current resume, and complete set of college transcripts (copies of official transcripts will be accepted), must be submitted electronically where prompted on the on-line application, no later than the closing date specified above.

Current and previous employers may be contacted for references, and applicants for this position are subject to a thorough background investigation. Please direct all questions to the Administrative Services Department at (702)799-5484.

### **AA/EOE Statement**

This employer does not knowingly discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin.

### **Job Revision Information**

- Revised: 10/03/19
- Created: 10/03/19