

# Director II, Development

## Position Details

Job Code: U7101

Reference Code: A813

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 43 of the Unified Administrative Salary Schedule.](#)  
[12 Months](#)

FLSA STATUS: EXEMPT

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## Position Summary

This position is 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 Public Broadcasting Service (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 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. 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 Nielsen, 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 learning, 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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## **Position Expectations**

1. Must embrace, actively support, and develop the corporate culture of teamwork, diversity and inclusion, integrity, excellence, and service.
2. Knowledge of FCC rules and regulations for Public Television Stations.
3. Knowledge of TV studio environment/set design/host preparation/graphic design.
4. Knowledge and understanding of the station's priorities, objectives, and goals.

5. Possess strong project management skills.
  6. Possess excellent writing and public speaking skills. Effective computer skills, including proficiency in creating presentations.
  7. Ability to create scripts, promotions, pledge roll ins, interstitials, voiceovers, news releases, media alerts, radio copy, web content, etc.
  8. Ability to plan, prioritize, manage, and lead a development team, including corporate and foundation sales, researchers, event planners, annual fund, and planned gift specialists.
  9. 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.
  10. Ability to work cooperatively with Vegas PBS and District personnel and representatives of community agencies.
  11. Ability to manage complicated budgets.
  12. Ability to meet deadlines; deal with difficult individuals while maintaining composure.
  13. Ability to plan annual sales and fundraising objectives.
  14. Ability to explain station programming to viewers.
  15. Ability to create sales materials and presentations for targeted audiences.
  16. Commitment to the mission and values of the PBS Brand.
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## **Position Requirements**

### **Education and Training**

An earned bachelor's degree from an accredited college or university in Business, Nonprofit Management, Public Administration or a closely related field, or currently serving as a professional-technical employee with the Clark County School District.

### **Licenses and Certifications**

A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

### **Experience**

1. 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.
2. Five (5) years of successful supervisory experience managing people, budgets, and databases related to the administrative position.

3. Demonstrated experience with designing data-driven marketing programs directed to advertising agencies.
4. Experience indicating ability to develop personal relationships with individual decision makers that lead to significant institutional investments.
5. Knowledge and experience with nonprofit software, donor databases, and other fundraising technology.

## **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.

**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: 10/03/19