

Director II, Vegas PBS Major Gifts 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

Position Summary

This position works closely with the President and General Manager and is responsible for overseeing Major Gifts, Planned Estate Gifts, and Foundation Donations by developing revenue opportunities, executing prospect development plans, and securing donations for all areas of Vegas PBS output. This includes, but is not limited to: unrestricted dollars, activities across all areas of public service media programs, local media productions, educational media services, community outreach workshops, capital equipment, and other Vegas PBS activities. This position will oversee the development of proposals and strategies needing to be customized to individuals, associations, corporate, and family foundations, while all must map back to the single vision for the success of a 21st-century media organization. This position will serve to lead, direct, and manage the Major Gifts, Foundation Donations, and Planned Giving programs of Vegas PBS. In this capacity, this individual will also serve as the primary liaison between Southern Nevada Public Television's Planned Giving Council, overseeing the gift acceptance process of estate gifts to the station. This position is directly responsible to the President and General Manager, Vegas PBS.

Essential Duties and Responsibilities

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

1. Develops, executes, and oversees the implementation of research-supported models and strategies for engaging donors in support of Vegas PBS initiatives and priorities.
2. Plans, develops, and executes an evolving plan for securing Major Gifts and Planned Gifts from individual donors, as well as family and corporate foundations, in compliance with the station's gift acceptance policy.
3. Trains, motivates, supervises, and aligns the work and initiatives of staff to support organizational outcomes and enhance the common vision.
4. Develops and supervises plans for foundation, corporate, and governmental financial support in cross-platform presentations using TV, cable, internet, social media, and print advertising.
5. Presents and persuades local, state, and national representatives of committees, foundations, and other public and private entities to partner with or financially support the programs and initiatives of Vegas PBS.
6. Negotiates and signs contracts in a variety of areas, including charitable giving, planned gifts, and major fundraising events.
7. Prepares, manages, and monitors revenue and expenses of the Development budget.
8. Maintains current knowledge of changing national and local trends, including industry best practices in institutional and individual giving, planned 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.
9. 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 at multiple local, state, and national meetings.
10. Performs other duties related to the position, as assigned.

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.
 6. Possess 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 major gift officers, researchers, event planners, annual fund, and planned gift specialists.
 9. Ability to manage processes and accountability through all phases of gift solicitation, including identifying, prospecting, appointments, proposals, closing, cultivation, upgrade, and renewals with foundation and individual donors.
 10. Ability to work cooperatively with Vegas PBS and Clark County School 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 planned gift and fundraising objectives.
 14. Ability to explain station programming to viewers.
 15. Ability to create gift solicitation 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

1. Employee/applicant must be able to provide their own transportation.
2. Hold, or be able to acquire within one year of hire into position, Certified Fund Raising Executive (CFRE) certification. Certification must be maintained for the duration of the assignment.

Experience

1. Satisfactory service in corresponding or related positions; or,

- Have five (5) years of managing a development team and organizing the solicitation of foundation donations and planned gifts.
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 proposals directed to individual donors or foundations.
 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.
 6. Successful performance in the position held at the time of application.

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, 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: 05/20/25
- Created: 10/03/19