

Vegas PBS – Digital Content Producer

Position Details

Class Code: 3129

Job Family: Broadcast/Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 57 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

Position Summary

Under general supervision, the Digital Content Producer creates, curates, and coordinates multimedia content across Vegas PBS's digital platforms, including the website, social media channels, newsletters, and streaming outlets. The position supports viewer engagement and audience growth by producing digital-first content that highlights programs, initiatives, and community impact. This role collaborates with Marketing, Production, and Programming teams to adapt broadcast materials for digital audiences, develop original online stories, and ensure consistent tone, branding, and quality across all digital touchpoints. The position requires strong creative storytelling, technical proficiency, and platform-focused coordination within fast-paced production timelines.

Essential Duties and Responsibilities

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

1. Plans, produces, and edits digital-first content including short videos, web features, social media posts, and promotional assets.
2. Adapts and reimagines broadcast and educational programs into short-form digital content optimized for online platforms.

3. Maintains and executes the digital publishing calendar, coordinating website, social, and newsletter content for timely release.
 4. Collaborates with Marketing, Production, and Programming teams to ensure cross-platform brand consistency and audience engagement.
 5. Creates metadata, headlines, captions, and descriptions tailored to platform-specific best practices.
 6. Oversees publishing and scheduling multimedia assets using CMS tools and social media management platforms.
 7. Utilizes analytics, SEO, and engagement data to inform creative decisions and evaluate content performance.
 8. Ensures all digital content meets accessibility, metadata, and brand standards.
 9. Maintains organized digital archives, asset libraries, and shared folders for efficient team access.
 10. Provides creative support for digital campaigns, pledge events, and community initiatives through short-form media and online storytelling.
 11. Researches and incorporates emerging trends in digital media, audience engagement, and public media storytelling.
 12. Assists in planning and executing live digital events, premieres, and interactive online experiences.
 13. Collaborates with external partners, vendors, and freelancers to produce or adapt content for digital distribution.
 14. Conforms to safety standards, as prescribed.
 15. Performs other tasks related to the position, as assigned.
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Distinguishing Characteristics

A platform-driven role requiring strong digital storytelling, multimedia production, and audience-focused content development to extend the reach of Vegas PBS programming across web, social, and streaming platforms.

Knowledge, Skills, and Abilities (Position Expectations)

1. Knowledge of digital content production practices, including video editing, web publishing, and social media workflows.
2. Knowledge of SEO, analytics, accessibility standards, and performance optimization for digital media.

3. Knowledge of content management systems (CMS), social publishing tools, and platform distribution requirements.
 4. Knowledge of emerging trends in digital video, social storytelling, and online engagement.
 5. Skills in non-linear editing using Adobe Premiere Pro, After Effects, or equivalent tools.
 6. Skills in graphic design using Adobe Creative Cloud, Canva, or equivalent applications.
 7. Skills in writing, editing, and storytelling tailored to digital audiences.
 8. Skills in interpreting engagement data and analytics to guide content strategy.
 9. Skills in managing multiple projects with quick turnaround times and shifting priorities.
 10. Ability to collaborate effectively across Marketing, Production, Programming, and external partners.
 11. Ability to produce content that aligns with brand standards, voice, and editorial guidelines.
 12. Ability to train and support staff and freelancers in digital content production, publishing, and optimization practices.
 13. Ability to research, evaluate, and adopt new digital tools and applications to improve workflow efficiency.
 14. Ability to maintain organized digital archives, logs, and publishing documentation.
 15. Ability to communicate clearly and professionally, both verbally and in writing.
 16. Ability to demonstrate teamwork, integrity, inclusion, excellence, and service.
 17. 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 (General Education Development [GED], foreign equivalency, etc.).
2. Bachelor's degree from an accredited college or university with a major in communications, journalism, media production, marketing, or a related field; and Four (4) years of experience in digital content production, multimedia storytelling, or marketing communications; or, Eight (8) years of experience in digital content production, multimedia storytelling, or marketing communications.

Licenses and Certifications

None specified.

Preferred Qualifications

1. Experience producing and publishing content for YouTube, Instagram, Facebook, and other digital platforms.
 2. Advanced training or certification in digital media production, marketing, or analytics.
 3. Experience with Google Analytics, social media insights, and performance reporting.
 4. Familiarity with email marketing, accessibility standards, and digital advertising.
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Document(s) Required at Time of Application

1. High school transcript or other equivalent (GED, foreign equivalency, etc.).
 2. College transcript(s) from an accredited college or university, if applicable.
 3. Specific documented evidence of training and experience to satisfy qualifications.
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Examples of Assigned Work Areas

Clark County School District/Vegas PBS facilities, schools and department offices.

Work Environment

Strength

Sedentary/medium - exert force to 25-50 lbs., occasionally; 10-25 lbs., frequently; up to 10lbs., constantly.

Physical Demand

Frequent sitting, reaching, handling, talking, hearing 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, Video Display Terminal (VDT) screens, 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

Computers and other peripheral devices, printers, modems, computer software and/or hardware, audio/visual presentation materials fax machines, telephones, 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

- Created: 05/27/26