

Position Description and Candidate Profile
President and General Manager
Vegas PBS Clark County School District
Las Vegas, Nevada

The Organization

At a pivotal moment for both public media and public education, Vegas PBS stands as a national model for how a media organization can inform, educate, and connect at scale. As media consumption evolves, and communities seek trusted, relevant, and accessible content, Vegas PBS is uniquely positioned to lead the next generation of public media. For more than 50 years, Vegas PBS has served Southern Nevada through a powerful combination of storytelling, educational services, and community engagement. Licensed to the Clark County School District (CCSD), the nation's fifth-largest school district, the station operates at the intersection of media, education, and civic life.



The Community

Las Vegas is one of the most dynamic and rapidly evolving cities in the United States. It's a global destination increasingly recognized for its growth in sports, technology, healthcare, education, and culture. Southern Nevada offers a rare combination of global influence and strong local identity. It is a community of builders, creators, and connectors who are shaping the future of a modern American city. Known worldwide for its entertainment, hospitality, and innovation, the region is also home to a deeply connected and rapidly evolving local community.

Southern Nevada's diversity, entrepreneurial spirit, and expanding economic base create a dynamic environment for civic engagement and storytelling. Beyond the Strip, the region is shaped by neighborhoods, families, and local businesses that contribute to a strong sense of shared identity and mutual support. The region also offers exciting year-round outdoor activities, including hiking, rock climbing, and boating, among others.

Vegas PBS plays a vital role in reflecting and strengthening the community's identity and advancing the educational initiatives of CCSD, connecting residents with trusted information, educational opportunities, and meaningful civic dialogue. For the next President and General Manager, this is an opportunity not only to lead a public media organization but to help define how a growing city tells its story, supports its learners, and strengthens its civic fabric.

About Vegas PBS

Reaching more than 86% of Southern Nevada and serving over two million residents annually, Vegas PBS delivers broadcast programming, digital content, workforce training, and educational services that extend learning beyond the classroom and into the community. Its dual identity as both a trusted public media provider and a strategic educational partner positions the organization as one of the most distinctive and influential stations in the country.

Vegas PBS is a multiplatform media organization delivering content and services across broadcast, streaming, digital platforms, and in-person community engagement. The station produces nationally recognized local programming and serves as a trusted convener for conversations around education, public affairs, culture, and economic development. Local production is a defining strength, ensuring that Southern Nevada's stories are told with authenticity, depth, and relevance. Local programs include *Nevada Week*, offering insight into the most current and critical issues facing Nevada, and *Outdoor Nevada*, a showcase of Nevada's varied environments that provide endless inspiration for outdoor adventures. The station also has a portfolio of local programming highlighting CCSD students, including *Student Spotlight*, *Varsity Quiz*, and more. In addition to its primary channel, Vegas PBS operates three secondary channels: CREATE, WORLD, and Vegas PBS KIDS, delivering educational and cultural content to audiences of all ages.

Education and Community Impact

As a service of the Clark County School District, Vegas PBS extends its impact far beyond traditional broadcasting through a comprehensive portfolio of educational services:

- **Ready To Learn** - Nationally supported initiatives that build early learning skills for children and families, particularly in underserved communities
- **Special Needs Resource Library** - A vital regional hub providing materials, tools, and support for educators, caregivers, and individuals with disabilities
- **Emergency Services and Educational Continuity** - A trusted platform for delivering instructional content and critical information during school disruptions and community emergencies

- **Educational Technology Campus** - A state-of-the-art facility supporting distance learning, workforce training, virtual instruction, and professional development for educators

Through these services, Vegas PBS plays a direct role in improving educational outcomes, supporting teachers, and advancing lifelong learning across Southern Nevada.

Southern Nevada Public Television (SNPT)

Southern Nevada Public Television (SNPT) is the nonprofit foundation that supports Vegas PBS through philanthropy, membership, and community investment. Working in close partnership with station leadership, the SNPT Board of Directors advances fundraising strategy, cultivates donor and corporate relationships, and champions the station’s mission across the region. SNPT plays a critical role in ensuring long-term financial sustainability while expanding community engagement and visibility. The President and General Manager serves as Executive Director of SNPT, aligning organizational strategy with philanthropic growth and community impact.

The Opportunity

Vegas PBS seeks a visionary, strategic, and community-centered leader to serve as its next President and General Manager. This is a rare opportunity to lead one of the nation’s most distinctive public media organizations, where media, education, and community engagement come together in powerful and scalable ways. It’s a role defined by public accountability and engagement with a broad and diverse range of stakeholders. The next leader will guide Vegas PBS into a new chapter by expanding multiplatform storytelling, diversifying revenue streams, strengthening its role in education and workforce development, and advancing innovative approaches to audience engagement. This includes leveraging data, digital platforms, and emerging technologies such as artificial intelligence to enhance both content and community impact. Vegas PBS is one of the few PBS stations that is licensed by a school district, and the collaboration between the two organizations is growing in scope and significance to better serve the 280,000-plus students enrolled in the nation’s fifth-largest school district. As a CCSD employee, the President and General Manager will participate in all CCSD benefit programs and will be vested in the state retirement system after five years of service. Reporting to the Chief Community Engagement Officer of the Clark County School District and serving concurrently as Executive Director of SNPT, the President and General Manager will lead a financially stable, strategically focused organization supported by a strong leadership team and dedicated staff.

Opportunity areas include:

- Advancing a future-focused public media organization in one of the nation's most recognizable, diverse, and dynamic regions.
- Expanding the role of public media in education, workforce development, and civic life.
- Strengthening multiplatform storytelling with a distinctive editorial voice.
- Growing and diversifying audiences through data-informed strategies.
- Elevating local production as a national model for community storytelling.
- Building cross-sector partnerships with education, business, and civic leaders.

- Building on a strong base of supporters and partners to expand revenue-generating initiatives and create new ones.
- Developing innovative and sustainable revenue models.
- Expanding initiatives that bridge the gap between Pre-K–Grade 12 education and Southern Nevada’s evolving workforce needs, fostering student awareness of and preparation for high-demand career pathways.



Key Responsibilities

Strategic and Organizational Leadership

- Lead and evolve a forward-looking strategic vision aligned with changes in media, technology, and education.
- Identify opportunities to expand impact through digital distribution, audience analytics, and emerging technologies.
- Inspire and lead a high-performing, mission-driven team.
- Foster a collaborative workplace culture focused on innovation, accountability, and mission impact.
- Align content, education, community engagement, and operations around shared goals.
- Represent Vegas PBS within national public media organizations and collaborative initiatives, positioning the station as a national leader.

- Ensure compliance with FCC, PBS, and all applicable regulations.
- Lead fundraising efforts with the SNPT Board of Directors and the development team.
- Oversee financial management, budgeting, and long-term planning.
- Advocate for and maintain the technical infrastructure necessary to ensure educational equity, ensuring secure, reliable access to relevant resources for all areas.

Educational Partnership

- Strengthen alignment with the Clark County School District’s educational priorities by strategically integrating the station’s educational portfolio to support enhanced student proficiency and academic outcomes.
- Expand instructional media, workforce development, and lifelong learning initiatives.
- Collaborate with educators and district leadership to enhance impact.
- Maintain collaboration with CCSD on local, state, and national initiatives.
- Through attendance at CCSD Cabinet meetings, actively listen and seek opportunities that strategically engage Vegas PBS in serving students, teachers, and administrators in the District.

Content and Community Engagement

- Oversee high-quality local production across all platforms.
- Ensure content reflects the diversity and complexity of Southern Nevada.
- Elevate the station’s role as a convener for civic dialogue and public discourse.
- Foster engagement as a critical extension of public media - growing audience and donors.
- Coalesce local (hospitality and entertainment) industry leaders to spur innovation in public media.
- Leverage the station’s platforms to promote student well-being and ensure all learners have access to a safe, reliable, and supportive educational experience.

Fundraising and Financial Sustainability

- Lead fundraising in partnership with the SNPT Board and development team, advancing strategic and philanthropic priorities.
- Effectively grow, engage, and leverage the fundraising board.
- Engage (as a member) on other aligned community-based boards.
- Cultivate relationships with donors, sponsors, and institutional funders.
- Develop diversified, forward-looking revenue strategies that support the organization’s long-term financial health.
- Serve as the primary ambassador for Vegas PBS.

Qualifications

The successful candidate will bring strategic vision, executive leadership experience, and a deep commitment to public service.

- Significant senior executive leadership experience, ideally as a General Manager, President, or Senior Executive within public media, broadcasting, journalism, or a related mission-driven media organization.
- Demonstrated ability to lead complex organizations operating at scale, including partnerships across public institutions, nonprofit governance, and community stakeholders.
- Experience leading organizations through industry transformation, e.g., digital strategy and emerging media technologies.
- Proven ability in strong financial management of a multimillion-dollar organization.
- Ability to fundraise through diverse revenue streams, including philanthropic, corporate, and public funding sources.
- Preference for experience overseeing and innovating local production and/or multiplatform content strategies.
- A track record of building associations with groups such as community organizations, education institutions, the private sector, and government, including elected officials.
- Exceptional communication, diplomacy, and relationship-building skills, with a proven ability to strategically engage and influence donors, policy makers, and board members in high-stakes settings.

Education

Bachelor's degree required; graduate degree preferred. Demonstrated commitment to lifelong learning, including engagement with emerging media trends and digital transformation.

Key Leadership Competencies

- Visionary, strategic, and forward-thinking
- Anticipates changes in media and education
- Inspiring communicator and storyteller, comfortable in critical fundraising environments
- Collaborative and relationship-oriented leader who builds trust across organizations and communities
- Innovative and entrepreneurial problem-solver who seeks new opportunities for impact and sustainability
- Mission-driven with a deep commitment to education, community impact, and public service
- Passionate advocate for the role of trusted media in a healthy democracy
- Business acumen and fundraising success
- Ability to define, listen to, and serve diverse audiences
- Team leadership skills – building trust, alignment, and accountability as part of a workplace culture that values diverse perspectives
- Lifelong learner

How to Apply

Candidates should submit applications to recruitment@vegaspbs.org.

Required Materials:

A letter of introduction, your resume, and a one-page statement on innovation for Vegas PBS that exemplifies your ability to think strategically about the future, identifying emerging trends.

For optimum consideration, applications should be received by June 12, 2026.

Candidates who are selected as finalists will be asked to provide official college transcripts and three letters of recommendation.

Vegas PBS and the Clark County School District are proud to be Equal Employment Opportunity employers. We are committed to building a diverse workforce and providing equal employment opportunities to all qualified applicants regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, or any other protected status.

