



<http://gvtv.org/job/director-of-creative-services-sales-traffic/>

Director of Creative Services, Sales & Traffic

Hiring organization

Green Valley Television

Working Hours

MONDAY-FRIDAY 6:55AM-2:06PM

POSITION REQUIRES SELF-SET, OFF-SITE, ON-CALL HOURS TO COMMUNICATE WITH STAFF
ADDITIONAL HOURS MAY BE ASSIGNED.

Description

Qualified candidates must be able to create, conceptualize, script, shoot and edit cutting edge commercials for our clients. Live production experience is a plus. The ability to work well with internal and external clients is vital.

- Meeting deadlines with clients and staff, and managing equipment maintenance and usage
- Properly coordinate and schedule all aspects of Commercial Production, including working with clients, sales staff and agencies
- Create a mutually beneficial relationship with clients in the community
- Accurately and promptly turn in all client billing to Department Manager
- Operate remote trucks for events such as satellite up-links and multi-camera remote productions
- Other responsibilities as assigned
- Conceptualize, write and edit on-air promotional spots for news, programming, web and special projects using multiple platforms
- Works closely with reporters and management staff on story development and promotional script ideas
- Organize promotion projects
- Analyze rundowns to coordinate the best on-air, social and digital marketing materials
- Work closely with the team on story development and promotional script ideas
- Superb attention to detail, time management skills, and strong communication skills
- Knowledge of post production television editing suites, with emphasis on Adobe Creative Suite and Final Cut Pro X
- Experience working with camera, audio and light equipment
- Work internally with the Ad Sales, Programming, Production, Marketing, Promotions, and Broadcast Distribution Divisions; and
- externally with Ad Agencies to ensure all commercials are scheduled according to Sales contracts
- Work with Programming and Production to build show format/show times and breaks to maximize inventory
- Work with the entire sales department to manage operations in a time sensitive, fast-paced environment
- Manage the data entry of commercial instructions from Ad Agencies into

Date posted

April 1, 2020

Valid through

22.05.2023

Duration of employment

08/09/2022 – 05/22/2023

Base Salary

Paid on the A-F Grade Scale.
Assignments Determined by negotiated agreement

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scheduling systems

- Manage the placement of commercial spots and sponsorship billboards to maximize revenue and inventory
- Execute Sales orders as requested and track accuracy compared to contractual obligations
- Create all commercial components, such as program titles, dayparts, executing manual day of air changes
- Ensure data entry of commercials, promos, and the log schedule in on-air automation systems
- Solicit commercial materials from Ad Agencies and facilitate delivery to the Media Operations Center for ingest

Qualifications

- Non-linear editing experience (Final Cut Pro X non-linear editing experience is a must)
- Extensive shooting and scripting of both short and long form spots
- Ability to write, shoot and edit content that tells a compelling story
- A strong understanding of fundamental design, sense of color, typography and composition
- Advanced knowledge of the post-production process, including media management and encoding video to various formats
- Ability to maintain a variety of projects and work with varying production styles while employing strong client service skills
- Advanced knowledge of High-definition (HD) cameras and videography, motion graphics and creative lighting techniques
- Ability to maintain digital assets, archives and edit systems
- Ability to routinely lift, carry and move equipment in excess of 40 lbs
- Live, multi-camera production and microwave truck experience preferred
- A minimum of 3 years of experience in broadcast production is a must
- Working collaboratively with the News Director and Digital Director on a daily basis, overseeing brand execution for all platforms, including supervising all aspects of station promotion and marketing using on-air, online and outside media resources.
- Proven computer skills and knowledge of Microsoft Office Products (Microsoft Excel, Word, PowerPoint, etc.)
- Detail orientation, commitment to quality work product and well organized.
- Experience in successfully communicating both verbally and in writing
- Strong analytical and problem solving skills
- Ability to work independently and multi-task
- Team player to participate and support needs of entire team
- Excellent ability to project manage initiatives
- Demonstrated ability to establish and maintain relationships with co-workers, clients, and senior leadership
- Complete other tasks as assigned by the General Manager

Contacts

GENERAL QUESTIONS

Green Valley Television
Human Resources
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