

## Christine Rolfe

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**From:** Christine Rolfe  
**Sent:** Wednesday, May 5, 2021 10:57 AM  
**To:** [theworkplace@jefferson.ny.us](mailto:theworkplace@jefferson.ny.us)  
**Subject:** Job Opening  
**Attachments:** Job Order Form .pdf

Please post the following position. If you have any questions, let me know.

Thank you,  
Chris

Christine J. Rolfe  
Office Manager  
WPBS  
1056 Arsenal Street  
Watertown, NY 13601  
(315) 782-3142 ext. 263  
[crolfe@wpbstv.org](mailto:crolfe@wpbstv.org)



## The WorkPlace Job Order Form

Please complete this form and email to [theworkplace@co.jefferson.ny.us](mailto:theworkplace@co.jefferson.ny.us) or fax to **315-782-2073**. If you have any questions, please don't hesitate to contact us for assistance: Angel Munson: 786-3659 or Aaron Peck: 786-3647

### Company Details:

Company Name WPBS-DT Federal Tax ID # 15-0611509  
 Physical Address 1056 Arsenal Street  
 Mailing Address (if different) \_\_\_\_\_  
 City Watertown State NY Zip Code 13601  
 Email rolfe@wpbstv.org Website www.wpbstv.org  
 Phone # 315-782-3142 Ext 263 Fax # 315-782-2491  
 Type of Business Not-For-Profit Are you a Federal Contractor? Yes \_\_\_ No   
 Contact Person Christine J. Rolfe Title Office Manager  
 Contact's Email rolfe@wpbstv.org Contact's Phone # 315-782-3142 ext. 263

### Job Details:

Job Title Manager, Education & Lifelong Learning Partnerships & Services Start Date ASAP # of Openings 1  
 Referral Instructions: E-mail Resume  Fax Resume  Call for Appt \_\_\_ Mail Resume   
 Apply in Person \_\_\_ Apply Online \_\_\_ Other \_\_\_  
 Minimum Education Required: Less Than HS \_\_\_ HS Diploma/GED \_\_\_ AAS \_\_\_ BA/BS   
 Masters \_\_\_ Other \_\_\_  
 Minimum Experience: Years 1 Months \_\_\_ Salary Range: From \$ \_\_\_ to \_\_\_ per \_\_\_  
 Job Is: Regular  Short Term \_\_\_ (Duration: from \_\_\_ to \_\_\_) Full Time  Part-Time \_\_\_  
 Work Hours: From varies to \_\_\_ # of Hrs/Wk \_\_\_ Overtime Required: Yes \_\_\_ No \_\_\_  
 Normal Work Days: Sun \_\_\_ Mon  Tue  Wed  Thu  Fri  Sat \_\_\_ Varies

**Job Description:** If available, please attach a detailed description.

Please see attached job description.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### Other Hiring Requirements & Benefits:

Driver's License: Yes  No \_\_\_ CDL? A \_\_\_ B \_\_\_ C \_\_\_ Endorsements? \_\_\_\_\_  
 Physical Exam: Yes \_\_\_ No  Drug Screening: Yes \_\_\_ No   
 Must Join Union: Yes \_\_\_ No  Must Have Tools: Yes \_\_\_ No   
 Health Insurance: Yes  No \_\_\_ Sick Leave: Yes  No \_\_\_  
 Dental Insurance: Yes \_\_\_ No  Holiday Pay: Yes  No \_\_\_  
 Vacation Pay: Yes  No \_\_\_ Retirement/Pension: Yes  No \_\_\_

### Customized Recruitment:

Would you be interested in holding open interviews at our office to fill your open positions? Yes \_\_\_ No   
 We will advertize the recruitment on our social media sites & marquee in front of our building, and send out emails to our customers fitting your requirements stating what you are hiring for & when you will be holding interviews.

## Manager, Education & Lifelong Learning Partnerships and Services

WPBS TV, based in Watertown, New York, is a PBS affiliate and a long-standing, reliable source of educational programming and community engagement in the Northern New York and eastern Ontario region. We are searching for a new colleague with deep expertise in education to coordinate and drive our services for students and lifelong learners. As the key liaison with educators and community partners, the successful candidate will demonstrate exceptional product and industry knowledge to effectively position WPBS products and services as educational solutions for use in classrooms, home schooling and lifelong learning/training.

The key responsibilities of this role include grant application and report writing, coordination of expert advisory committees, organizing workshops and events, working with educators to create video and print educational content, and development and production of learning materials (consistent with NYS Learning Standards and curriculum requirements). The incumbent will coordinate and manage existing WPBS initiatives such as career planning platform *GPS for Success*, high school academic competition program *Whiz Quiz* and WPBS participation in community events for children and families in Northern New York and Eastern Ontario.

### QUALIFICATIONS:

#### Requirements

- Bachelor's degree in education, child development, or related discipline
- At least two years of experience developing and delivering professional development and/or teaching.
- Experience in development and writing of learning/curriculum materials.
- Diligent attention to detail and strong organizational skills
- Passion for education and lifelong learning at all levels from preschool to post-secondary
- Demonstrated ability to cultivate and maintain a portfolio of community partnerships, including early learning agencies, head start, school districts, libraries, and other educational organizations.
- Successful track record in setting priorities and executing quickly and effectively.
- Excellent oral and written communication skills to engage diverse community stakeholders.
- Personal qualities of warmth, integrity, credibility, maturity, positivity, and confidence
- Desire to learn and grow; flexible, creative, and analytical approach to problem-solving
- Commitment to diversity, equity, and inclusion

A competitive compensation plan will be offered to the successful candidate including benefits and retirement plan. Please submit cover letter and resume to Christine Rolfe, Office Manager, WPBS-TV, 1056 Arsenal Street, Watertown, NY 13601 or online at [www.wpbstv.org/careers](http://www.wpbstv.org/careers) no later than Monday, May 24, 2021.

WPBS-TV is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, creed, color, religion, gender, sexual orientation, gender identity/expression, national origin, disability (including the provision of reasonable accommodation), age, genetic information, veteran status, marital status, pregnancy, or related conditions (including breast feeding), or any other basis protected by law. This policy applies to all terms and conditions of employment, including but not limited to hiring, placement, promotions, terminations, layoff, recall, leaves of absence, compensation, and training.

### #4788609 Manager, Education & Lifelong Learning Partnerships and Services

[Job Details \(/jobs/4788609\)](#) [Edit \(/jobs/4788609/edit\)](#) [Matches \(/jobs/4788609/matches\)](#) [Applicants \(/jobs/4788609/applications\)](#)

**Job** [Preview Job posting \(/jobs/4788609/edit?Initial\\_page=4\)](#)  
[Edit Details \(/jobs/4788609/edit\)](#)  
[Duplicate Job \(/jobs/4788609/duplicate?job\\_id=4788609\)](#)

**Applicants**  
[Review 0 Applicants \(/jobs/4788609/applications\)](#)  
[View profiles and download application documents.](#)

#### Job Roles

We were unable to find a job role recommendation based on your job description. Please choose applicable Job Roles to improve our ability to show this job to the right candidates.

[Choose Job Role](#)

**i** We are currently distributing your job to all selected schools. You'll see them appear below in just a few minutes!

School	Applications	Last Update	Status	Comments
Clarkson University	0	Requested a few seconds ago	Pending	0
Houghton College	0	Requested a few seconds ago	Pending	0
Le Moyne College	0	Requested a few seconds ago	Pending	0
Medaille College	0	Approved a few seconds ago	Approved	0
Onondaga Community College	0	Requested a few seconds ago	Pending	0
St. Lawrence University	0	Requested a few seconds ago	Pending	0
State University of New York at Oswego	0	Requested a few seconds ago	Pending	0
Stony Brook University	0	Requested a few seconds ago	Pending	0
SUNY Brockport	0	Approved a few seconds ago	Approved	0
SUNY College of Technology at Canton	0	Requested a few seconds ago	Pending	0

< 1/2 >



Manager, Education & Lifelong Learning Partnerships and Services  
WPBS (/employers/582155)

#### About this Job

WPBS TV, based in Watertown, New York, is a PBS affiliate and a long-standing, reliable source of educational programming and community engagement in the Northern New York and eastern Ontario region. We are searching for a new colleague with deep expertise in education to coordinate and drive our services for students and lifelong learners. As the key liaison with educators and community partners, the successful candidate will demonstrate exceptional product and industry knowledge to effectively position WPBS products and services as educational solutions for use in classrooms, home schooling and lifelong learning/training.

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#### QUALIFICATIONS:

##### Requirements

- Bachelor's degree in education, child development, or related discipline
- At least two years of experience developing and delivering professional development and/or teaching.
- Experience in development and writing of learning/curriculum materials.
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## About WPBS

WPBS is a non-profit educational television organization meeting the needs of Jefferson, St. Lawrence, & Lewis Counties as well as Southeastern Ontario. We are centered on promotion of creativity, arts, and education within our community.

### Location

Watertown, New York, United States

### Compensation

#### TYPE

Paid

#### PAY RATE

\$22.00 Per hour

#### DURATION

Permanent

### Company Details

#### COMPANY SIZE

10 - 50 employees

#### INDUSTRY

Movies, TV, Music Industry

#### COMPANY TYPE

Public company

#### HEADQUARTERS

1056 Arsenal Street, Watertown, New York 13601, United States

#### WEBSITE

<https://www.wpbstv.org/>

#### SOCIAL MEDIA

<https://www.facebook.com/wpbstv>

<https://twitter.com/WPBSTV>

(No LinkedIn Listed)

### Employer Preferences

#### ALLOWED SCHOOL YEARS

Senior

**ALLOWED MAJORS**

All Special Education, Education Administration, Early Childhood Education, Higher Education, Secondary Education, and Elementary Education majors

**WORK AUTHORIZATION REQUIREMENTS**

US work authorization is required

**Contact Information**

**CONTACTS**

Christine Rolfe

**Attachments (/jobs/4788609/attachments)**

New Attachment (/jobs/4788609/attachments/new)

Posted to 0 Schools

This job has not been to any schools, yet. Once you post this job to schools, a summary will be shown here.

Select Target Schools (/jobs/4788609/edit?Initial\_page=3)

**Labels**

No labels have been added.

Select a label...

Create New Label

View & Add Notes

**Tracking Code**

No tracking code added

**Social Media**

Like 0 Share

Tweet

Share

Email (mailto:?)

subject=Check%20this%20out&body=Check%20out%20this%20job%20I%20found%20on%20Handshake%3A%0A%0DEmployer%3A%20WPBS%0A%0DJob%20Type%3A%20Full-Time%0A%0Dhttps%3A%2F%2Fapp.joinhandshake.com%2Fjobs%2F4788609)

**Christine Rolfe**

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**From:** LinkedIn Jobs <jobs-listings@linkedin.com>  
**Sent:** Monday, June 21, 2021 12:49 PM  
**To:** Christine Rolfe  
**Subject:** Your job is promoted!



**Congrats, your job is now promoted on LinkedIn!**

**Hi Christine,**

Your job is now promoted!



**Manager, Education & Lifelong Learning Partnership  
and Services**

WPBS-TV, Watertown, New York, United States

Posted 6/21/2021

[Manage job](#)

**Post another job**

More positions to fill? Why not cross that off your to-do list now?

**Post a new job** ▶

This email was intended for Christine Rolfe (Office Manager ). Learn why we included this.  
If you need assistance or have questions, please contact LinkedIn Customer Service.

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# Christine Rolfe

**From:** billing-noreply@linkedin.com  
**Sent:** Monday, June 21, 2021 12:49 PM  
**To:** Christine Rolfe  
**Subject:** Your LinkedIn Order 6535951043



Order ID:  
6535951043

LinkedIn Corporation  
1000 W. Maude Avenue, Sunnyvale, CA 94085 USA  
Federal Tax ID: 47-0912023

**Billed To:** Christine Rolfe  
13601  
United States

**Date:** 6/21/2021  
**Order Total:** \$0.00  
**Payment Method:** MASTERCARD...2936  
**Receipt #:** 1559275163

Item	Description	Qty	Rate	Price
1	Job Posting <ul style="list-style-type: none"><li>Job Title: Manager, Education &amp; Lifelong Learning Partnership and Services</li><li>WPBS-TV - Watertown, New York, United States</li><li>Daily Budget: \$16.00</li></ul>	•		\$0.00
2	InMail 5			\$0.00

Total Purchases: \$0.00  
Sales Tax (0%): \$0.00  
Order Total: \$0.00  
Payment: \$0.00  
Balance: \$0.00

**Notes:** You will spend no more than your daily budget on any given day.

[Customer Service](#) | [Purchase History](#) | [Terms of Sale](#)

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## Christine Rolfe

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**From:** LinkedIn Jobs <jobs-listings@linkedin.com>  
**Sent:** Monday, June 21, 2021 12:48 PM  
**To:** Christine Rolfe  
**Subject:** Your job post is live!



Congrats, your job is posted on LinkedIn!

Hi Christine,

Your job post is now live!



### Manager, Education & Lifelong Learning Partnership and Services

WPBS-TV, Watertown, New York, United States

Posted 6/21/2021

[Manage job](#)

### Post another job

More positions to fill? Why not cross that off your to-do list now?

[Post a new job](#) ▾

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**Christine Rolfe**

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Ed. Services  
position file

**From:** Ellen Nesbitt <ellenn@northcountrynow.com>  
**Sent:** Monday, June 21, 2021 2:46 PM  
**To:** Christine Rolfe  
**Subject:** Classified in NCTW  
**Attachments:** WPBS - T - 127868.pdf

Hi Christine

We received your online request for an employment classified. I have processed it. It has been posted to our employment section on [NorthCountryNow.com](http://NorthCountryNow.com) and will appear in the June 25 and 26 editions of North Country This Week.

I've also attached a pre-bill, you will receive an invoice in the beginning of July.

Thanks

Ellen

**Ellen Nesbitt**

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Advertising Consultant  
North Country This Week/NorthCountyNow  
PO Box 975  
4 Clarkson Ave.  
Potsdam, NY 13676  
315-265-1000, ext. 34  
Fax: 315-268-8701

**North County This Week** -- The Most Read Newspaper in St. Lawrence County!

## **Manager, Education & Lifelong Learning Partnerships and Services**

WPBS TV, based in Watertown, New York, is a PBS affiliate and a long-standing, reliable source of educational programming and community engagement in the Northern New York and eastern Ontario region. We are searching for a new colleague with deep expertise in education to coordinate and drive our services for students and lifelong learners. As the key liaison with educators and community partners, the successful candidate will demonstrate exceptional product and industry knowledge to effectively position WPBS products and services as educational solutions for use in classrooms, home schooling and lifelong learning/training.

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### **QUALIFICATIONS**

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# NORTH COUNTRY NOW

(1)

Make Us Your Homepage ([/make-us-your-homepage](https://make-us-your-homepage))

## Place a Classified Ad

Please review the information below for accuracy.

If you need to make a correction or would like to edit or rewrite your ad, click the "Edit Ad" button.

### Classified Ad Price:

**Price Per Week:** \$65.00  
**Total Price:** \$65.00

### Classified Ad Information:

**Classified Ad Type:** Employment  
**Number of Weeks to Run:** 1 Week

**Classified Ad Text:** Manager, Education & Lifelong Learning Partnerships and Services WPBS TV, based in Watertown, New York, is a PBS affiliate and a long-standing, reliable source of educational programming and community engagement in the Northern New York and eastern Ontario region. We are searching for a new colleague with deep expertise in education to coordinate and drive our services for students and lifelong learners. As the key liaison with educators and community partners, the successful candidate will demonstrate exceptional product and industry knowledge to effectively position WPBS products and services as educational solutions for use in classrooms, home schooling and lifelong learning/training. The key responsibilities of this role include grant application and report writing, coordination of expert advisory committees, organizing workshops and events, working with educators to create video and print educational content, and development and production of learning materials (consistent with NYS Learning Standards and curriculum requirements). The incumbent will coordinate and manage existing WPBS initiatives such as career planning platform GPS for Success, high school academic competition program Whiz Quiz and WPBS participation in community events for children and families in Northern New York and Eastern Ontario. Please submit cover letter and resume to Christine Rolfe, Office Manager, WPBS-TV, 1056 Arsenal Street, Watertown, NY 13601 or online at [www.wpbstv.org/careers](http://www.wpbstv.org/careers).

### Contact Information:

**Full Name:** Christine Rolfe  
**Phone:** 3157823142 15 pages left | Sign In ([//my.northcountrynow.com](http://my.northcountrynow.com)) | Subscribe ([//my.northcountrynow.com](http://my.northcountrynow.com))  
**Address:** WPBS-TV, 1056 Arsenal Street  
**Town, Village or City:** Watertown  
**State:** New York  
**Zip Code:** 13601  
**Email:** crolfe@wpbstv.org

## Finish Placing Your Classified Ad

If the contact information and ad copy are correct please select a payment type and click 'Submit Ad'.

Please select a payment method:  Pay Online Securely



Bill My Credit Card On File  
*(for customers whose information is on file at North Country This Week)*

Please enter any additional comments about your ad or billing that you would like us to know about. These comments will not appear in your ad:

[Edit Ad](#)

[Submit Ad](#)



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 P.O. Box 975, 4 Clarkson Ave., Potsdam, NY 13676  
 315-265-1000  
[ThisWeek@NorthCountryNow.com](mailto:ThisWeek@NorthCountryNow.com)  
 (mailto:thisweek@northcountrynow.com)

## Christine Rolfe

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**From:** craigslist - automated message, do not reply <robot@craigslist.org>  
**Sent:** Monday, June 21, 2021 1:12 PM  
**To:** Christine Rolfe  
**Subject:** craigslist post 7339912136: "Manager, Education & Lifelong Learning and Services"

This email contains:

- 1) information about your transaction
- 2) instructions for how to locate and manage your post
- 3) instructions for contacting craigslist
- 4) terms of use

- 
- 1) information about your transaction

posting ID: 7339912136  
date: 2021-06-21  
Payment ID: 210662687  
Credit Card Holder Name: Christine Rolfe

Item: jobs posting  
Title: Manager, Education & Lifelong Learning and Services  
Location: watertown, NY  
Category: education/teaching  
Price: \$10.00 USD

**Quantity: 1 posting**  
Total: \$10.00 USD

The terms of use are in section 4 below.

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- 2) how to locate and manage your posts

Your ad can be found here:

[watertown.craigslist.org/edu/d/watertown-manager-education-lifelong/7339912136.html](https://www.watertown.craigslist.org/edu/d/watertown-manager-education-lifelong/7339912136.html)

\*\*\* Please keep in mind that it may take up to 30 minutes for your posts to fully appear and be searchable in each appropriate category and area.

To edit, delete, or repost your ad:

<https://post.craigslist.org/manage/7339912136>

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- 3) contact information for craigslist

for customer service issues:  
email: support@craigslist.org

for questions related to billing:  
email: billing@craigslist.org  
phone: 415-399-5200, extension 8283  
mailing address: craigslist.org, PO Box 438 San Francisco, CA 94104-0438, USA  
fax: (415) 398-5213

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#### 4) terms of use

WELCOME TO CRAIGSLIST. We (craigslist, Inc.) hope you find it useful. By accessing or otherwise interacting with our servers, services, websites, mobile app ("App"), or any associated content/postings (together, "CL"), you agree to these Terms of Use ("TOU") (last updated August 16, 2019). You acknowledge and agree CL is a private site owned and operated by craigslist, Inc. If you are accessing or using CL on behalf of a business, you represent and warrant to CL that you have authority to accept the TOU on behalf of that business and that that business agrees to the TOU. If you do not agree to the TOU, you are not authorized to use CL or download the App. We may modify the TOU at any time in our sole discretion. You are responsible for periodically checking for changes and are bound by them if you continue to use CL. Our privacy policy ([cl.com/about/privacy.policy](https://cl.com/about/privacy.policy)), <https://cl.com/about/privacy.policy> prohibited list ([cl.com/about/prohibited](https://cl.com/about/prohibited)), <https://cl.com/about/prohibited> and all other policies, site rules, and agreements referenced below or on CL, are fully incorporated into this TOU, and you agree to them as well.

LICENSE. If you agree to the TOU and (1) are of sufficient age and capacity to use CL and be bound by the TOU, or (2) use CL on behalf of a business, thereby binding that business to the TOU, we grant you a limited, revocable, non-exclusive, non-assignable license to use CL in compliance with the TOU; unlicensed use is unauthorized. You agree not to display, "frame," make derivative works, distribute, license, or sell, content from CL, excluding postings you create. You grant us a perpetual, irrevocable, unlimited, worldwide, fully paid/sublicensable license to use, copy, display, distribute, and make derivative works from content you post.

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## Christine Rolfe

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**From:** Christine Rolfe  
**Sent:** Wednesday, April 28, 2021 4:16 PM  
**To:** Andy Lackey  
**Subject:** Job Posting  
**Attachments:** Manager Education Partnerships - job posting 2021.docx

Hi Andy,

Please post the attached job opportunity on **our website**. I'll be posting it tomorrow on Indeed.

Thank you,  
Chris

Christine J. Rolfe  
Office Manager  
WPBS  
1056 Arsenal Street  
Watertown, NY 13601  
(315) 782-3142 ext. 263  
[crolfe@wpbstv.org](mailto:crolfe@wpbstv.org)





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## Manager, Education & Lifelong Learning Partnerships and Services

WPBS-DT - Watertown, NY

### Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week

—

[Increase budget for more clicks](#)

0	31.00 (USD)	0.00 (USD)
<b>Views</b>	<b>Budget</b>	<b>Cost</b>

### Candidates



14

Total (excluding rejected)  
16

0 Rejected

### Job description

WPBS TV, based in Watertown, New York, is a PBS affiliate and a long-standing, reliable source of educational programming and community engagement in the Northern New York and eastern Ontario region. We are searching for a new colleague with deep expertise in education to coordinate and drive our services for students and lifelong learners. As the key liaison with educators and community partners, the successful candidate will demonstrate exceptional product and industry knowledge to effectively position WPBS products and services as educational solutions for use in classrooms, home schooling and lifelong learning/training.

The key responsibilities of this role include grant application and report writing, coordination of expert advisory committees, organizing workshops and events, working with educators to create video and print educational content, and development and production of learning materials (consistent with NYS Learning Standards and curriculum requirements). The incumbent will coordinate and manage existing WPBS initiatives such as career planning platform **GPS for Success**, high school academic competition program **Whiz Quiz** and WPBS participation in community events for children and families in Northern New York and Eastern Ontario.

#### QUALIFICATIONS:

##### Requirements

- Bachelor's degree in education, child development, or related discipline
- At least two years of experience developing and delivering professional development and/or teaching.
- Experience in development and writing of learning/curriculum materials.
- Diligent attention to detail and strong organizational skills

Collapse

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- Jobs
- Campaigns
- Candidates
- Search resumes
- Interviews
- Analytics
- Tools

- Passion for education and lifelong learning at all levels from preschool to post-secondary
- Demonstrated ability to cultivate and maintain a portfolio of community partnerships, including early learning agencies, head start, school districts, libraries, and other educational organizations.
- Successful track record in setting priorities and executing quickly and effectively.
- Excellent oral and written communication skills to engage diverse community stakeholders.
- Personal qualities of warmth, integrity, credibility, maturity, positivity, and confidence
- Desire to learn and grow; flexible, creative, and analytical approach to problem-solving
- Commitment to diversity, equity, and inclusion

A competitive compensation plan will be offered to the successful candidate including benefits and retirement plan. Please submit cover letter and resume to Christine Rolfe, Office Manager, WPBS-TV, 1056 Arsenal Street, Watertown, NY 13601 or online at [www.wpbstv.org/careers](http://www.wpbstv.org/careers) no later than Monday, May 24, 2021.

WPBS-TV is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, creed, color, religion, gender, sexual orientation, gender identity/expression, national origin, disability (including the provision of reasonable accommodation), age, genetic information, veteran status, marital status, pregnancy, or related conditions (including breast feeding), or any other basis protected by law. This policy applies to all terms and conditions of employment, including but not limited to hiring, placement, promotions, terminations, layoff, recall, leaves of absence, compensation, and training.

Job Type: Full-time

Salary: From \$22.00 per hour

**Benefits:**

- 401(k)
- 401(k) matching
- Disability insurance
- Health insurance
- Life insurance
- Paid time off
- Retirement plan
- Tuition reimbursement

**Schedule:**

- 8 hour shift
- Monday to Friday

**Education:**

- Bachelor's (Preferred)

**Work Location:**

- One location

**Work Remotely:**

- No

**Work Location:** In person

Closed ▾

[View public job page](#)

**Details**

**Posted:** April 30, 2021

**Views:** 0

**Candidates:** 16 total

## Budget

**Job budget:** 31.00 (USD) daily

**Cost:** 0.00 (USD)

Promote this job for more candidates:



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## Communications & Digital Coordinator

WPBS-DT - Watertown, NY

### Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week

—

Increase budget for more clicks

0	33.00 (USD)	0.00 (USD)
Views	Budget	Cost

### Candidates

Awaiting review

21

Total (excluding  
rejected)

22

11 Rejected

## Job description

WPBS-TV is the PBS affiliate serving the North Country and Eastern Ontario from our production and broadcast facility in Watertown, NY. PBS is a world leader in quality media content offering some of the finest children's programs, documentaries, drama series, arts performance programming and educational/how-to series – all available on television and a wide range of digital platforms. We are seeking a dynamic, digital-savvy, and innovative colleague in the role of **Communications & Digital Coordinator**. This full-time position is responsible for communications activities on behalf of WPBS including social media marketing, advertising, media relations, and marketing campaigns.

### Key responsibilities include:

1. Acquire, modify, and publish existing digital content and assets from PBS and other sources to promote national and local productions.
2. Post/publish content on all social media platforms used by the organization, on a frequent and consistent basis, so as to maintain a strong online voice through social media. Engage with organizations and individuals online, responding to comments and questions. Use analytics tools to track trends and targets for usage of WPBS social media platforms and provide reports to management on that usage.
3. Develop tactics to build awareness of the programming content offered on WPBS-TV, digital platforms and subchannels (Create, World and PBS Kids 24/7).  
  
and deploy successful marketing campaigns – using a variety of tools including e-newsletters, email marketing, and direct mail.
4. Experiment with organic and paid acquisition channels using content creation, content curation, pay per click campaigns, lead generation campaigns, etc.

5. Write copy and create valuable and engaging content to support communications and marketing efforts, including newsletters, website copy, brochures, press releases. and post on social media platforms, print materials and WPBS website Support sales and membership development efforts.
6. Maintain digital databases of key audiences and oversee distribution strategies through e-mail marketing.
7. Write and distribute press releases. Maintain and grow media contacts list. Respond to media inquiries and maintain relationships with journalists and other members of the press.
8. Stay up to date with developments in digital/social media and within the PBS system.

Job Type: Full-time

Benefits:

- 401(k)
- 401(k) matching
- Flexible schedule
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Professional development assistance
- Tuition reimbursement

Schedule:

- 8 hour shift
- Monday to Friday

COVID-19 considerations:

All employees are required to wear mask when not at your desk or walking around the building. All employees also fill out a screening health questionnaire prior to entering the facility.

Experience:

- Writing skills: 1 year (Preferred)

Work Location:

- One location

Work Remotely:

- No

Work Location: In person

Closed ▾

[View public job page](#)

### Details

**Posted:** October 7, 2021

**Views:** 0

**Candidates:** 33 total

### Budget

**Job budget:** 33.00 (USD) daily

**Cost:** 0.00 (USD)

Promote this job for more candidates:



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## Christine Rolfe

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**From:** Christine Rolfe  
**Sent:** Thursday, October 7, 2021 2:05 PM  
**To:** Andy Lackey  
**Subject:** Job Posting  
**Attachments:** Communication Digital Marketing Coordinator (002).docx

**Follow Up Flag:** Follow up  
**Due By:** Thursday, October 7, 2021 4:00 PM  
**Flag Status:** Completed

Hi Andy,

Please post the attached on our website. Can you do this today? (Sorry)

Sincerely,  
Chris

Christine J. Rolfe  
Director, H.R., Finance, Administration & Compliance  
WPBS-TV  
1056 Arsenal Street  
Watertown, NY 13601  
(315) 782-3142 ext. 263  
[crolfe@wpbstv.org](mailto:crolfe@wpbstv.org)

WPBS-TV is the PBS affiliate serving the North Country and Eastern Ontario from our production and broadcast facility in Watertown, NY. PBS is a world leader in quality media content offering some of the finest children's programs, documentaries, drama series, arts performance programming and educational/how-to series – all available on television and a wide range of digital platforms. We are seeking a dynamic, digital-savvy, and innovative colleague in the role of **Communications & Digital Coordinator**. This full-time position is responsible for communications activities on behalf of WPBS including social media marketing, advertising, media relations, and marketing campaigns.

**Key responsibilities include:**

1. Acquire, modify and publish existing digital content and assets from PBS and other sources to promote national and local productions.
2. Post/publish content on all social media platforms used by the organization, on a frequent and consistent basis, so as to maintain a strong online voice through social media. Engage with organizations and individuals online, responding to comments and questions. Use analytics tools to track trends and targets for usage of WPBS social media platforms and provide reports to management on that usage.
3. Develop tactics to build awareness of the programming content offered on WPBS-TV, digital platforms and subchannels (Create, World and PBS Kids 24/7). and deploy successful marketing campaigns – using a variety of tools including e-newsletters, email marketing, and direct mail.
4. Experiment with organic and paid acquisition channels using content creation, content curation, pay per click campaigns, lead generation campaigns, etc.
5. Write copy and create valuable and engaging content to support communications and marketing efforts, including newsletters, website copy, brochures, press releases. and post on social media platforms, print materials and WPBS website Support sales and membership development efforts.
6. Maintain digital databases of key audiences and oversee distribution strategies through e-mail marketing.
7. Write and distribute press releases. Maintain and grow media contacts list. Respond to media inquiries and maintain relationships with journalists and other members of the press.
8. Stay up to date with developments in digital/social media and within the PBS system.

Please submit letters of interest and resume to Christine Rolfe`at WPBS-TV, 1056 Arsenal Street, Watertown, New York 13601 no later than October 22, 2021. WPBS-TV is an E.O.E.

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