



STAFF, PROMOTIONS

Great opportunity at one of the premiere radio groups in the South. Cumulus Broadcasting, LLC - Knoxville is one of the best environments in one of the best radio markets in the country. Cumulus Broadcasting, LLC - Knoxville is an equal opportunity employer. Confidential inquiries to: Bob Raleigh, Program Director, P. O. Box 11167, Knoxville, TN 37939

Scope

Assists in coordination and implementation of on-air and off-air promotions and events in order to promote the station's image, logo and general presence in the marketplace and primary demographic.

General Responsibilities

- Ensures talent is scheduled for all outside appearances, remote broadcast and special events
- Maintains inventory and purchases collateral and other promotional items
- Maintains and updates contest-winner databases
- Works with local charities to the mutual benefit of the community, the charity and the station
- Organizes giveaways and other promotional collateral
- Prepares and distributes *Rules and Regulations* for on-site and remote events
- Assists with timely delivery of press and photo releases to appropriate media sources
- May write daily liners and promotional announcements
- May also be a talent for the promotion of special events and broadcasts

Required Knowledge, Skills & Abilities

- Knowledge of all applicable FCC rules and regulations
- Understanding of station's programming and promotional strategies
- Computer literacy in applicable programs
- Excellent verbal and written communication skills
- Problem-solving ability and skill in prioritizing
- Ability to interact with management and staff at all levels
- Ability to multi-task and handle pressures and deadlines

Education and Licensing Requirements

High School diploma
Must possess valid state drivers license