

DESCRIPTION

Cumulus-Nashville is seeking an experienced Promotions Manager with extensive radio, television, or product marketing experience and a keen familiarity with promotions and multimedia marketing concepts. The Promotions Manager will be responsible for the promotional day to day workings of WKDF, WSM-FM, WQQK, WGFX and WWTN. The successful candidate will be comfortable managing and motivating a part-time promotions staff of 10 to 15 people. A strong marketing background with a passion for creativity and executing big ideas is needed along with solid managerial and communication skills.

A leader in the radio broadcasting industry, Cumulus Media (NASDAQ:CMLS) combines high-quality local programming with iconic, nationally syndicated media, sports and entertainment brands to deliver premium content choices to the 245 million people reached each week through its 454 owned-and-operated stations broadcasting in 90 US media markets (including eight of the top 10), more than 8,200 broadcast radio stations affiliated with its Westwood One network and numerous digital channels. Additionally, it is the nation's leading provider of country music and lifestyle content through its NASH brand, which serves country fans nationwide through radio programming, NASH Country Daily, and live events.

Responsibilities of this position may include the following:

General Responsibilities

- Execute the specific assigned stations' annual marketing/promotion plan by assisting management and sales in developing and executing concepts which generate cumulative, time spent exposed, and revenue for the stations.
- Supervise the operational aspects of the Promotions Department including event management, contesting, execution of sales promotions, and annual station events.
- Interact with listeners who contact the stations or are contest winners.
- Aid in making sure the Promotions Department operates within overall annual budget.
- Assist Market Manager with other duties as assigned.

Promotions Team

- Ongoing recruitment of part-time promotions tech staff.
- Create and execute a training program for all part-time promotions team members.
- Manage and execute scheduling, supervising, leading, and motivating the part-time promotions team.
- Oversee tracking of promotions tech weekly hours and be sure they are staying within the given labor budget.
- Manage prep and recaps for all remotes and events.
- Direct promotions techs with setup and teardown of Performance Studio events

NASHVILLE Performance Studio

- Oversee the maintenance and upkeep of the Performance Studio.
- Plan, prep, manage, and execute Performance Studio events.
- Manage, schedule and facilitate trade fulfillment for catering and other outside service partners for the Performance Studio.
- Attend and contribute to monthly Performance Studio meeting.
- Insure that all special events and Performance Studio events operate within budget.
- Schedule and supervise promotions techs in execution of Performance Studio events.
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Contesting and Promotions

- Coordinate all contests and promotions whether they be on-air, online, mobile app or on-site.
- Coordinate purchase and inventory of promotional giveaway items and promotional supplies.
- Attend weekly promotions meeting and follow up on necessary action plan for upcoming promotional events and contesting.
- Create contest rules, waivers, and release forms for major contests.
- Supervise and coordinate prize inventory and the awarding of prizes to winners.
- Coordinate winner 1099 tax forms and compliance with the business department.
- Oversee the maintenance and upkeep of promotions building, equipment, and vehicles.

- Additional support to Market Manager as assigned.

Requirements of this position include:

- A Bachelor's Degree in communications, marketing or related field or an equivalent combination of education and relevant experience.
- A minimum of three years' experience working in media or marketing field.
- Ability to create, communicate and implement strategies and vision.
- Proven success leading and developing a team.
- Proven track record of running successful and profitable events and promotions.
- Ability to grow the business and find new revenue opportunities, as well as create productive, long-term promotional and event relationships.
- Excellent communication skills.

If you feel you are a qualified candidate and want to join a fast moving entity submit your cover letter and resume ASAP by clicking the Apply button below. You may also mail the same to:

Cumulus Nashville

ATTN: Allison Warren, VP/Market Manager

10 Music Circle East

Nashville, TN 37203

Cumulus Nashville is an equal opportunity employer.