



Max Media Denver Promotions/Marketing Director

Job Description:

Max Media in Denver is hiring our next Superstar Promotions/Marketing Director. Our Max Media Denver Promotions/Marketing Director is responsible for all promotions, events, and advertising according to each brand's strategic vision and plan. This position oversees creating and maintaining a "larger than life" image of our Max Media Denver brands in the listener's mind through the Promotions outlets decided upon by our team. The purpose is to build and foster a relationship with the P1/P2 listeners of each brand and grow the overall cume. It is also the job of this position to assist the sales department in identifying opportunities, generating creative solutions that will result in station revenue, and executing these opportunities through Max Media's assets including, but not limited to, events, sponsorships, partnerships, digital outlets, remotes, promotions, and web site/social media outlets. This must be done with a commitment to a fair and responsible balance of programming quality and revenue maximization. It also demands an individual who can execute short term tactics, and long-term strategic marketing efforts. This individual will be responsible for recruitment/training of all personnel in the Promotion Department. The Promotions/Marketing Director must be profit oriented and can negotiate.

Skills required:

- Complete understanding of Jammin' 1015 and Flo 107.1 brands and life groups
- An understanding of Neilson PPM and how to win ratings in that realm via promotions
- Ability to accurately interpret ratings and zip code reports and turn that data into action
- An understanding of traditional and emerging social channels
- Strong leadership skills
- Excellent communication skills
- Responsible for recruitment and training of promotional team
- Ability to think creatively and innovatively
- Development of revenue generating promotions in conjunction with the sales department
- Maintaining positive relationships with our team, clients, and listeners.
- Leading and/or attending key promotion, programming, and sales meetings in order to communicate or coordinate current and future station promotional activities
- Detail oriented operating systems in place
- Maintain a promotional talent bank filled with quality candidates.
- Maintain a positive work environment

Position Expectations:

Station appearances: Any time Jammin' 1015 or Flo 107.1 appear in public, it is this position's job to ensure that all elements related to the appearance are flawlessly executed. This includes but is not limited to station vehicles, personnel, signage display and prizes. Max Media Denver is in the entertainment business and it is important that this position makes sure that each brand maintains a "larger than life" image at all appearances.

Clients: This position must be sensitive to the needs of all station clients: listeners, advertisers, and some cases Artists. In the case of station advertising clients, the Promotions/Marketing Director should be able to meet with clients; help Account Managers solve client problems and meet needs through creative and innovation ideas, and execute promotions that help build the client's business and each station's relationship with the client. In the case of artists, this position must be able to maintain a "first class" run environment at all promotions for the artists to maintain Max Media's reputation in Denver.

Work environment: As a leader on the Max Media Denver team, this position is responsible for establishing a positive and productive work environment within their department and throughout the station. It must be a fun, creative and enjoyable place for any reasonable person to work.

Advertising: This position has full charge of the execution of any outside advertising campaigns of our brands. This position will work with the Program Director and team to decide upon the development of the messaging. This position will then oversee the creative process, as well as the placement and follow-through to ensure that the station's advertising goals have been met. For the purpose of this job description, advertising will be defined as any Zip Code marketing, digital advertising, television commercials, outdoor (billboards), direct mail, internet/station web site, station social media outlets, listener text/e-mail letters and any other mass communication with listeners or potential listeners. The goal of any campaign will vary depending of the goals set out by the management team, but in every event, the campaign should be designed to attract new listeners (cume), retain and increase TSL with current listeners or build strong loyalty with P1 listeners.

On-air contesting/promotions: Our Promotions/Marketing Director will work in concert with the Program Director to achieve each station's the brand vision and grow ratings via on-air promotions. This position in charge of all on site promotions as well as prize fulfillment, both on air and sales driven. These promotions must benefit the client and are required to have a listener benefit. Max Media is in the entertainment business and it is important that the Promotions/Marketing Director make sure that we maintain a "larger than life" image at all promotions.

Max Media Denver Events: This position is responsible for working closely with the team, especially our Director of Sales in creating and overseeing the execution of bigger than life revenue generating events. These responsibilities include but are not limited to venue acquisition and relationship, all aspects of pre and post promotion and band, listener, and client experience on day of.

Max Media promotional vehicles: This position is responsible for the maintenance of all promotional vehicles, and the training and supervision of the drivers of all vehicles.

Sales meetings: This position should attend and contribute to all regularly scheduled promotional meetings of the station sales staff and weekly cluster sales meetings.

Promotions meetings: This position will attend weekly promotions meetings with the team which may include our DOS, Sales Team and Programming team.

Internal marketing: This position will initiate and maintain a strong program of internal marketing of our brands to all Max Media Denver employees to help foster a sense of pride and teamwork. Max Media is an equal opportunity employer.

Apply only if you meet these minimum requirements.

Please forward your package, including resume, success stories, testimonials and a :60 second video of yourself on why we should hire you to our VP of Programming -Rick Thomas, Rico@MaxMediaDenver.com and President/GM – Jeff Norman, Jeff@MaxMediaDenver.com