

## MAX MEDIA DENVER

### POSITION: PROMOTIONS DIRECTOR

MAX MEDIA DENVER is offering a great opportunity to become our Promotions and Marketing Director! Our ideal candidate is a dynamic and energetic leader with a passion for creating compelling audience generating content and driving sale sponsorship revenue.

Who We Are: MAX MEDIA DENVER features 2 FM broadcast stations in the Denver metro area: KJHM-JAMMIN' 101.5 and KFCO-FLO 107.1. Max Media of Denver also operates a full-service digital advertising platform and a regional event marketing division.

At MAX MEDIA DENVER we strive to hire passionate, driven, resourceful, problem solvers who have the ability to drive the evolving, diverse culture of the Power of Radio to success. Max Media owns and operates radio stations in Virginia, Illinois, Missouri, and Colorado.

Our Opportunity: Max Media is looking for an experienced Marketing and Promotions Director to coordinate and implement on and off-air Promotions and events that will grow audiences and revenue. This position requires a high degree of organizational skills, attention to detail, time management and a personal disposition that works well with creative co-workers in both programming and sales.

#### Duties would include:

- Create and execute promotional events and contests with revenue potential and audience relevance.
- Develop strategic relationships with entertainment event venues, non-profit organizations, concert promoters, and community leaders.
- Craft compelling and coherent proposals for partnerships and sales sponsorship programs.
- Provide leadership and mentorship to a team of promotion assistants and programming staff. Manage employee hours and plans based on departments budget requirements.
- Coordinate and draft sales and station promotions from conception to facilitation...sometimes with very quick turnaround.
- Work closely with programming, digital and sales departments to accomplish goals and solve problems.
- Compose copy and assist with production for programming and sales promotional projects.
- Develop, maintain and manage promotional contest prize inventory.
- Produce and Manage contest rules for all station related contests for programming and sales department. Record contestant data and coordinate prize collections by winners.
- Oversee quality control of all elements of brand presentation across all resources of broadcast, print, digital and on-site display.
- Create unique experiential events and on-air promotions to facilitate passionate fans and loyal business partners.
- Send press releases as needed for station news and events to industry publications and local press/broadcast outlets.
- Be hands on and attend station events and have basic technology problem solving skills.

#### Qualifications/Requirements:

- Knowledge of all applicable FCC rules and regulations.
- Understanding of stations' programming strategies, brand and core audiences.
- Computer literacy in Microsoft Office
- Website and social media skills
- Excellent verbal and written communication skills

- Problem-solving ability and skill in prioritizing
- Ability to interact with management and staff at all levels
- Must possess valid state driver's license
- Desire to win and conquer goals

What We Offer:

- Competitive base salary equivalent to experience with opportunities to earn bonuses, commissions and talent fees.
- Medical/Dental/Vision
- Paid Time Off

**For immediate consideration, please send resume and cover letter to President/GM - Sean Rhoads, [sean@maxmediadnever.com](mailto:sean@maxmediadnever.com)**

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This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.