



Cultivating Mature Positivity

"It's the station"

JOB OVERVIEW

JOB TITLE	Marketing Director
DEPARTMENT	Management and Administrative
LOCATION	601 Upland Avenue, Brookhaven PA 19015
REPORTS TO	Arielle-Marie Brice, CEO

GENERAL JOB DESCRIPTION

Marketing Director oversees the overall marketing efforts

DUTIES & RESPONSIBILITIES

- Ensure all events are promoted in a timely manner of said event. (Ex: July 4th event, campaign starts 1st week of June)
- Perform research on audience preferences as it pertains to engagement post
- Generate, edit, publish content daily on the website, and social media platforms
- Collaborate with Digital Media Coordinator, Station manager, and CEO to ensure brand consistency
- Collaborate with the team once a month for any up-coming events that might need specific marketing and promotion.
- Assist with the development of brand awareness.
- Ensure that the website and online presence is properly functioning, and when there is an issue, correct (if possible) and inform the CEO
- Develops marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; and monitoring the competition.
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; and implementing directives.
- Maintains relations with customers by organizing and developing specific customer-relations programs and determining company presence at conventions, annual meetings, trade associations, and seminars.
 - Obtains market share by developing marketing plans and programs for each product and directing promotional support.
 - Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
 - Influences present and future products by determining and evaluating current and future market trends.
 - Maintains research database by identifying and assembling marketing information.
 - Provides marketing information by answering questions and requests.
 - Completes marketing department operational requirements by scheduling and following up on work results.
 - Maintains marketing staff job results by counseling and disciplining employees; and planning, monitoring, and appraising job results.
 - Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.
 - Contributes to team effort by accomplishing related results as needed.

KNOWLEDGE & EXPERIENCE

- Hands on experience in content management
- Proven work experience as a music coordinator
- Knowledge of Live365 and CMPApp innerworkings

SKILLS & ABILITIES

- Excellent copywriting skills
- Ability to deliver playlist in a short amount of time
- Must be able to maintain a great sense of professionalism
- Excellent communication skills
- Contacts with local DJ's for possible mixes
- Willing to learn and take on new challenges as it relates to the position.