

## Promotions Director – WAJI, WLDE, WAJI-HD2, Fort Wayne, IN

### Job summary:

The Promotions Director will work with programming, digital and sales departments to develop and execute successful promotional campaigns; build and maintain relationships with advertisers, and promotional partners; serve as the liaison representing the station and its promotional opportunities. This is a position that will report directly to the Operations Manager.

### Responsibilities:

Develop creative and innovative promotional events and campaigns

Represent stations brands including Majic 95.1, Fun 101.7 and ALT 99.5, Fort Wayne, IN

Assist Sales in creating revenue generating opportunities

Oversee and execute all on site station promotional events

Lead the Promotions department from ideas to promotion execution

Work closely with Operations Manager as well as the management team

Conduct and direct weekly promotions meeting

Oversee all contest prizes and contest rules with assistance from management

Database maintenance

### Qualifications:

Ability to effectively manage and develop employees in a very busy, and creative environment

Familiarity with Fort Wayne and Northeast IN area helpful, but not required

Working knowledge and understanding of Radio Programming & Sales, specifically individual formats and their target audiences

Ability to assist in maximizing promotional revenue opportunities

Excellent writing/editing and computer skills, including Power Point and Photoshop

Experience in promotions, marketing, radio or related industry preferred

Understanding of digital marketing & promotion and social media platforms

Leadership and Management skills helpful

### Education:

College education preferred, but not required

Must have valid driver's license

Will be required to pass a background check.

Send resume to [jobs@stfortwayne.com](mailto:jobs@stfortwayne.com)

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