

# TUNED IN BROADCASTING, INC. / WRLT

## (LIGHTNING 100 – NASHVILLE’S INDEPENDENT RADIO)

**Position:** Promotions Director  
**Status:** Full-Time / Salary + Commission / Mid Level  
**Reporting Responsibilities:** Reports to the Vice President of Sales & Marketing (VPSM)  
**Date Posted:** July 13, 2021, 2021  
**To Apply:** Send resume & cover letter with subject line “Promotions Director” to [jobs@lightning100.com](mailto:jobs@lightning100.com)

The ideal candidate will have experience in media advertising and/or marketing solutions in a multi-platform environment with proven success. The candidate must be a self-starter, assertive, vibrant and outgoing with excellent communication skills. This candidate should possess a professional appearance, be an outstanding presenter, one who is highly organized, able to multi-task, deadline driven, and able to demonstrate superior interpersonal and collaborative skills. The ideal candidate should already be knowledgeable about the metrics of traditional media, especially radio, television and print, and preferably familiar with the metrics of new media.

### **Responsibilities:**

1. **Departmental Planning:** Creates, reviews, and updates critical tasks and strategic/tactical plan for the Promotions Department, which includes Special Events; works with the Vice President of Sales & Marketing (VPSM) and Program Director (PD) to establish an annual plan for community engagement initiatives, non-profit collaboration, and trade sponsorship agreements for community events; works with the Sales and Promotions Assistant to outline an annual plan for social media, and assigns tasks accordingly; keeps detailed record of Promotions Department general spending and merchandise revenue; creates the annual strategic plan for the merchandising; creates the annual strategic plan for growing membership.
2. **Sales:** Works with the Sales Team to create individualized budgets for each sales promotion; works with the Sales Team to create sponsorship packages for Special Events; creates and updates annual sponsorship packages for community engagement initiatives; attends client meetings as requested; attends weekly Sales Team meetings; works with Sales Team and Sales and Promotions Assistant to create recaps for promotion sponsors, as requested; assists the Sales Team with writing on-air, online, an on-site contest rules in compliance with FCC regulations;
3. **Event Planning:** Prepares and manages an accurate timeline towards proper execution of all Tuned In Broadcasting (TIB) promotional events, including but not limited to live broadcasts, van stops, secret shows, on-site promotions, adventure trips, Special Events, and TIB activation at community events; delegates responsibilities and detailed instructions to the Sales and Promotions Assistant and interns for each event, as

- applicable; works directly with venues, community event organizers, non-profits, and outfitters necessary to fulfill event timelines and proper execution of TIB promotional activation; create event timelines, and serves at the point of contact when requested by the Special Events Coordinator.
4. Corporate Social Responsibility: Handles the planning and execution of sustainability initiatives for Live On The Green, and helps to ensure a proper public awareness campaign centered around these features; works with the VPP on TIB sustainability initiatives, including but not limited to company and event recycling programs, arranging alternative modes of transportation options for Special Events, TIB staff engagement in community service initiatives, and TIB donations to charities; serves as the point of contact for client personnel involvement in community engagement opportunities;
  5. Managerial Duties: Trains, supervises and mentors the Sales and Promotions Assistant; works with VPSM and PD to recruit and interview applicants to fill vacant positions, as needed; leads initiative to recruit, interview and train Street Team members and interns, as necessary.
  6. Internship Program: Recruits, interviews, and leads on-boarding for TIB interns; assists Department Managers to create department specific internship programs in compliance with department needs, student course requirements, and Child-Labor Law regulations in regards to non-paid internships; attends internship and job recruitment fairs on behalf of TIB;
  7. Promotional Duties: Organizes and leads weekly Staff Meeting; works with Director of Interactive Marketing (DIM) to write and proofread creative content for all TIB websites; writes, and disseminates the weekly Lightning 100 eNewsletters; and works with Sales and Promotions Assistant (SPA) to schedule Lightning 100 promotional event blog features; works with SPA and DIM to establish a social media plan for promotional events; oversees the writing and dissemination of press releases including, but not limited to Lightning 100 charity events, free community events, and TIB awards/recognitions; assists PD to prepare materials for award/recognition applications (ie. Crystal Award, Marconi Award, Best of Nashville, etc); creates and manages activation plan for TIB branding at festivals and community events including the Lightning 100 booths at Live On The Green; oversees general brand consistency for the Promotions Department entities.
  8. Membership Program: Works with PD and SPA to fulfill membership obligations; maintains member database; creates and oversees strategy to grow membership subscriptions; acts as customer support representative for members along with SPA; provides sales and revenue reports, as necessary.
  9. Company Vehicle: Maintains a schedule for TGA and Lightning 100 vehicle usage; assigns vehicle maintenance/repair duties to coordinators, including but not limited to scheduled oil changes, tire rotation, recall notices, license/registration renewals and cleaning; works with designers on vehicle wrap designs or repairs, as applicable.

10. Inventory/Giveaways: Manages the online merchandise store and on-site merchandise sales, including tracking inventory, assigning staff to manage on-site store at promotional and Special Events, and oversees a system for timely fulfillment of online orders; orders new merchandise and promotional swag; coordinates ticket giveaway strategy with VPSM, PD, and SPA; creates and oversees ticket redemption strategy for winners.
11. Database Management: Writes and manages the annual Listener Survey; analyzes survey data for Sales Team usage; assigns data entry duties from giveaways into the appropriate eNewsletter databases; oversees record keeping of all TIB community impact data, waivers, promotional trade agreements, contracts, quotes, etc.

### **Qualifications:**

- Bachelor's Degree in Business, Marketing or related major
- 3-5 years related experience
- Proficient in MS Office (Word/Excel/PowerPoint), and Google Business Suite
- Proficient with Adobe CC products (Photoshop, Illustrator, InDesign)
- Valid driver's license, subject to DMV check.

### **Preferred:**

- Previous media and event experience a plus.
- Online and/or development experience will be extremely helpful.

To apply, please submit current resume, cover letter, and anything else you think would impress us to [jobs@lightning100.com](mailto:jobs@lightning100.com) with subject line "Promotions Director".

Tuned In Broadcasting, Inc. is an equal opportunity employer. For more information on our company, please visit [Lightning100.com](http://Lightning100.com)