

Western Regional Manager and Youth Format Promotions Manager

Serves as a member of the Communications team and reports to both the Senior Director of Communications and the KSBJ Promotions Manager. Responsible for creating and managing all KSBJ Youth Format and community outreach initiatives and promotions throughout the Greater Houston area and KSBJ Western Region broadcast footprint. In addition, the Western Region Communications Manager & Youth Format Promotions Manager is responsible for establishing and maintaining relationships with potential donors, promotion vendors and sponsors.

Other duties include:

- Responsible for creating and executing all Youth Format external, on-air and online contests and promotions
- Draft creative copy for online and on-air promotions and clearly communicate messaging to staff
- Actively seek strategic partnerships, and facilitate off-site community relations and promotions activities that increase the awareness of KSBJ Youth Format in the community
- Maintain the integrity of KSBJ Youth Format's presence at all community events, station activities and KSBJ Special Events concerts
- Responsible for capturing and/or coordinating photo, audio and video documentation for KSBJ Youth Format promotion initiatives and providing recaps for all KSBJ Youth Format initiatives
- Serve as the KSBJ Youth Format liaison for on-site industry guests such as artists and vendors
- Maintain and manage the KSBJ Youth Format promotions budget and all KSBJ Youth Format promotions inventory
- Maintain and establish relationships with record label representatives, area businesses, food and promotional item vendors for the purpose of procuring adequate donations and sponsorships for KSBJ Youth Format activities throughout the year
- Manage the KSBJ Youth Format promotions calendar with current and potential activities
- Serve as a member of the KSBJ Heartbeat team and manage the Heartbeat Youth Council and Youth Format street team initiatives Youth Format
- Work with the KSBJ marketing team to develop and implement annual KSBJ Youth Format promotions and community relations strategies that relate to and engage ages 12-24 Youth Format
- Work with the KSBJ development team to develop and implement mission minded donor strategies appropriate for ages 12-24
- Provide ongoing on-air messaging recommendations specifically for the KSBJ Western Region broadcast footprint that keep KSBJ in compliance with FCC broadcast regulations
- Any other work as assigned

Qualifications:

- Bachelor's degree and /or a minimum of three to five years related experience
- Must have a heart for Christian ministry
- Must have a heart for grassroots, Christian based marketing and promotions initiatives
- Must be relatable to teens
- Working experience in social media communications and promotions
- Enthusiastic and creative team player
- Willing to travel and work flexible hours and weekends as needed
- Extremely detail oriented, exceptional planning and multi-tasking skills
- Excellent interpersonal, networking and negotiation skills
- Experience in donor relations and/or community relations a plus
- Strong writing skills and effective verbal and written communication, radio industry and on-air experience a plus
- Proficient in Microsoft Word, Excel and PowerPoint as well as Google online tool applications
- Knowledgeable, conversant and demonstrates an understanding of KSBJ HD2's audience and the Christian culture at-large

To Apply:

Resumes should be mailed to:

Human Resources, 1722 Treble Drive, Humble, Texas 77338 or email
westernregional10@ksbj.org

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