



KJEM Development and Marketing Manager

Position Summary:

Under the general direction of NWPR Station Manager and NWPR Development Coordinator, the KJEM Development and Marketing Manager will have an active leadership role in initiatives to increase KJEM's visibility in the community through effective promotion and marketing activities. The Development and Marketing manager will also assist in generating revenue for KJEM through program sponsorship opportunities for local businesses, and in on-air public radio membership drives. This position will also be involved with the development and execution of the KJEM's integrated marketing plan.

Hours: Generally Monday thru Friday – approx. 15 hours week

Schedule to be arranged with Station Manager at time of hire, considering class schedule.

Must complete payroll paperwork in Murrow Business Office prior to beginning work.

Pay: \$10 per hour

Essential Duties:

- Develop and manage business support prospects and accompany NWPR Development staff in contacting and soliciting underwriting support from businesses in the Pullman/Moscow area
- Participate in planning and coordinating with NWPR development and membership departments on fundraising activities including off-site and on-site promotional and other special events and on-air pledge campaigns
- Coordinate the development and placement of online, print and other marketing materials to promote KJEM to existing and potential audiences
- Draft underwriting credit announcements in accordance with FCC and departmental policies
- Work with NWPR Traffic department to schedule announcements on KJEM
- Participate in KJEM and NWPR station activities, meetings, events and pledge drives
- Other duties as assigned

The Marketing and Development Manager will have periodic evaluation from the NWPR Station Manager and other members of the NWPR Management staff.