



Promotions/Marketing Coordinator

Position: (Full Time)

Reports to: Operations Manager and President

Station 107.7 Pulse FM

Location: Surrey, BC

Pulse FM has an immediate opportunity for a full-time Promotions/Marketing Coordinator. You will be an essential part of seeking, executing and managing onsite, on-radio and online opportunities for 107.7 Pulse FM. You will create, execute and manage contesting, Pulse of the City event announcements, and Pulse FM Cares initiatives both on-air, in the community and on-line.

Responsibilities:

- Work closely with Operations Manager to develop proposals and execute contests/promotions campaigns
- Oversee and manage Winners fulfillment process
- Create outlines, marketing strategies and wrap reports for clients and promotions
- Coordinate, set up and execute station & community events
- Maintain and develop a street team
- Develop and manage with Intern program
- Post to social media from events
- Update website ie: contests, event listing and Blogs
- Manage, create, grow and execute Club Pulse
- Find contest giveaways and work closely with the sales team
- Manage Station Swag inventory and find promotional giveaways
- Build relationships and proposals with local BIAs, Board of Trades, non-profits, schools and other potential partnerships
- Assist and create Graphic Designs for all promotions
- Oversee station vehicle maintenance
- Attend station events/promotions (some evenings and most weekends)
- Write and record station cut ins (sometimes live) for and from events
- Extra Duties to be assigned by the Operations Manager/President

Skills/Requirements:

- Minimum of 1 year experience in Radio Promotions or Marketing (suggested)
- Strong writing, PowerPoint, Adobe (i.e InDesign, Photoshop, Premiere Pro) and oral presentation skills)
- This position asks for more than a 9 to 5 work schedule
- On-air and/or radio promotions experience would be an asset
- Post-secondary education in media, journalism or marketing
- Strong organizational skills, detail-oriented and able to multi-task
- Excellent written, communication and interpersonal skills
- Works well within a team, self motivated, and works well in a high paced environment
- A great attitude, highly creative and upbeat personality
- Strong social media skills
- Valid Class 5 driver's license - 2 year Drivers Abstract required

Application Instructions

Interested applicants can submit your resume and demo with subject line "Promotions Coordinator" to jobs@pulsefm.ca

South Fraser Broadcasting Inc. values diversity in its work force and is committed to Employment Equity.