

NORTHWEST BROADCASTING COMPANY

4600 S. Regal Street Spokane WA 99223 (509)448-2828



Digital Media Assistant Promotions Department

General Summary of Duties

This position works in all aspects of the promotion department with the overall goal to positively advance the station's image and to increase ratings. Responsibilities include producing, writing, and scheduling promotional social campaigns, and supplementing on air promotional efforts through digital media.

Description of Primary Duties

- 1) Assists with originating, organizing, and coordinating all aspects of the promotion department.
- 2) Researches and determines the most effective station advertising. Assist with station's social media buys.
- 3) Help to implement on-air contests and special promotions.
- 4) Helps to review and process incoming promo files and episodic generic promos.
- 5) Helping to schedule promotional spots and public service announcements on the daily log.
- 6) Manages some web content and promotions related to websites and app.
- 7) Involved in social media marketing.
- 8) Performs related duties as assigned.

Working Conditions

Hours are primarily Monday – Friday, 8:00 a.m.– 12:00 p.m., but may vary for special events. Some travel required.

Minimum Qualifications

Education and Experience

College degree and/or some equivalent experience in television or related field.

Reporting Relationships

Reports to Promotions Manager.
Works with all departments.

Required Knowledge, Skills, and Abilities

Knowledge of production process helpful.
Strong writing and creative skills.
Excellent organizational and communication skills.
Ability to work with others in a team atmosphere.
Ability to work effectively under pressure and meet deadlines.
Ability to maintain effective working relationships with staff and general public.
Strong social networking skills.

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The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

Revised 6.5.13



Digital Media Assistant

Do you love TV and have a creative mind? Do you love to write, plan events, and make a company shine? Well, we are looking for you!

KAYU TV is looking for a Digital Media Assistant to assist in all aspects of its promotion department with the overall goal to positively advance the station's image and to increase ratings.

Responsibilities include producing, writing, scheduling promotional campaigns and other promotional efforts, as well as:

- Researching and determining the most effective station advertising. Assist with station's social media buys with supervision from the Promotions Manager.
- Reviewing and processing incoming promo files and episodic generic promos.
- Scheduling of promotional spots and public service announcements on the daily log.
- Managing some Web content and promotions.
- Heavily involved in social media marketing for the station.

Individual must have strong writing and creative skills, the ability to foster relationships within the community, and work well under pressure and with others in a team atmosphere. College degree and/or some experience in television or a related field necessary. Some knowledge of the production process helpful.

If you are interested, please email your resume and a cover letter to ashley.howard@kayutv.com

EOE.

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Revised 6.5.13