

ISSUED: 6/93  
& 7/90

TITLE: <u>Promotion Manager</u>	SALARY	CLASS
	SCHEDULE: <u>B</u>	CODE: <u>PE325</u>
UNION: <u>P&amp;A – Local 1979, U.A.W</u>	SALARY	EEO
	GRADE: <u>11</u>	CODE: <u>H30-017</u>
	FLSA: <u>Exempt</u>	JOB CODE: <u>D</u>

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## POSITION PURPOSE

Plan and manage promotional and fund raising activities for WDET-FM to increase public awareness, maximize listener base and increase station operating revenues. Position duties require the application of specialized skills which can be acquired through a combination of job-related training and considerable on-the-job experience.

## ESSENTIAL JOB FUNCTIONS

- Plan, organize and coordinate fund raising events and strategies such as pledge drives and phonathons to solicit and secure donations and financial support for WDET-FM. Recruit and train volunteers; compile listings for phone solicitations; order supplies; plan on-air pitching.
- Plan and organize benefits to promote the station's public image, enhance relations with local musicians and club owners and to increase financial support for the station. Solicit sponsorships from club owners; coordinate management and publicity activities; schedule volunteer support. Ensure adequate promotion of event to enhance station's image.
- Develop and maintain computerized records and/or files which identify donors and associated non-donors. Arrange and coordinate annual direct mailings of renewal and installment forms, quarterly program guides, premiums and other marketing and promotional pieces to individual and group donors. Oversee mailing to ensure promptness and accuracy.
- Write, edit and distribute weekly news releases and promotional materials regarding program highlights and benefits. Create layouts for ad space obtained; seek out free or donated promotions; prepare on-air promotions. Develop and distribute promotion incentives such as T-shirts and bumper stickers to enhance station recognition.
- Develop and publish quarterly program guide for WDET-FM. Interview, write copy, proof, arrange photo layouts and distribute to donors, listeners, etc. Design, create and arrange for printing and mailing of annual mail appeal. Promote special events co-sponsored by WDET-FM.
- Perform related work as assigned.

### **ADDITIONAL COMMENTS**

This classification plans and manages promotional and fund-raising activities of station WDET-FM for the purpose of maximizing audience and revenue. Position duties require an understanding of marketing and/or public relations in order to strategize station promotion to enhance image and increase listenership. Work activities are specific in objective and content, but require the incumbent to search for solutions and new applications and establish priorities and procedures. This position supervises part-time and volunteer staff. This classification is typically found in WDET-FM and reports to and receives work direction from a management level position.

### **MINIMUM QUALIFICATIONS**

- Graduation from an accredited college or university or equivalent combination of education and/or experience.
- Some knowledge of and experience in public relations, journalism or related field.
- Strong oral and/or written communications skills.
- Some experience coordinating direct mailing, phone solicitations and membership drives.
- Ability to organize and meet established deadlines.
- Typically, incumbents have had experience coordinating and participating in fund raising drives.