

## BASIC INFORMATION

Position Title: Marketing Coordinator  
Division: Development  
Department: Marketing  
Supervisor's Title: Marketing Manager  
Non-Exempt

## PURPOSE OF POSITION

To provide a broad range of support to the Marketing team in the pursuit of sponsorships for WKNO-FM Stations, WKNO-TV, Special Events, Productions and digital platforms for public broadcasting for the Mid-South.

## RESPONSIBILITIES

- Perform administrative support including phone/e-mail communications, invoice requests, reports and correspondence.
- Maintain marketing database.
- Assist with production and scheduling of sponsorship credits.
- Prepare proposals for prospects.
- Nurture relationships with sponsors through event participation and communications such as e-mail newsletter.
- Copywriting skills experience.
- Create marketing materials.
- Work cooperatively with others to provide a professional work climate in the Marketing Department and throughout the organization.
- Participate in other station activities as assigned which may include some nights/weekend work.

## MINIMUM JOB SPECIFICATIONS

- Administrative assistant (2 years) experience required.
- Sales assistant experience desired.
- Proficient with computer and various software. Broadcast traffic software experience preferred.

- Excellent public relations skills.
- Detail oriented with excellent organizational skills with ability to work under deadline.
- Ability to perform multiple assignments.
- Excellent written and verbal communication skills.
- Ability to lift 25 lbs.
- Must be able to spend long periods of time sitting.

Apply in writing to: Deb Smith

WKNO Executive Assistant  
7151 Cherry Farms Road  
Cordova, TN 38016  
Or email to [dsmith@wkno.org](mailto:dsmith@wkno.org)

Job is open until filled - EEO - No phone calls please

10.4.16