



Promotions Director Job Description

(Position is open immediately – May 9, 2018)

The Sound of Life Radio Network Overview:

The Sound of Life is a not-for-profit radio ministry that was founded by a group of Christian businessmen in 1978. The first station in Kingston, NY, went on the air in 1985. The network has grown to include 11 more stations in addition to on-line streaming and mobile apps. The broadcast range covers 200 miles north to south in the Hudson River Valley of New York. The broadcast also reaches parts of four neighboring states (PA, MA, CT and NJ).

The Sound of Life exists to guide listeners to find and follow Jesus Christ. The mission is to function as a listener-supported radio network that encourages people and shares the life-changing message of the faith, hope and love of Jesus Christ.

The Sound of Life is a separate entity from any church or other parachurch organization and is governed by a board of directors.

Position Summary:

The Promotions Director will be the link between the on-air presence and the live experience of being a part of the Sound of Life listening family. As a service to our listening community, the Promotions Director will have the following responsibilities:

- Plan, coordinate, delegate, and execute station remotes, promotions, partnerships with local charities, etc.
- Represent the station at events and concerts and be able to go on stage to do giveaways, emcee or talk about the station
- Coordinate on-air promotions, prize, acquisition and fulfillments
- Setup work flows for promotions - to get spots on air, etc.
- Send out press releases before promotions and events to major media and afterwards to HisAir.net
- Participate in marketing strategy and creation of marketing materials (can use outside designers)
- Oversee promotional and event calendar and coordinate staff to execute events
- Oversee and work with other staff in organization of promotional items in storage.
- Oversee web/social media
- Produce and send e-blast communications to listeners as needed
- Produce a quarterly station newsletter
- Assist with some light office work (including answering the phone) as needed and able
- Meet weekly for devotions and planning with all staff
- Meet individually with other staff as needed
- Manage the on-line Community Calendar and assist in recording the on-air version
- Assist with other copywriting and on-air voicing as needed
- Assist with or conduct on-air or recorded interviews as needed

Position Qualifications:

This position requires someone who is passionate, committed, and a great communicator. They should be able to lead and delegate. This is a one person department that works closely with all other staff and would require working with an intern if applicable.

Specific Qualifications Required:

- A personal testimony of faith in Jesus Christ and ongoing growing relationship with him.
- Superior command of the English language
- Detail oriented
- A pleasing voice without distracting qualities
- Ability to work within a team, respect authority, and deal with conflict in a constructive manner
- The ability to organize, coordinate events
- Evaluate and prioritize tasks and responsibilities, planning ahead for upcoming needs
- Be a self-starter that is willing to work collaboratively with a team
- On-air hosting experience is preferred, but not required

Benefits:

This is a full-time hourly position with medical and vacation benefits.

Application:

To apply for the Promotions Director position at the Sound of Life, please send cover letter and resume to Connie VanKleeck – conniev@soundoflife.org.

Sound of Life, Inc. is an equal opportunity employer.