



Job Description

Job Title: National Promotions Director

Department: Promotions

Reports To: Program Director

Status: Full-time, Exempt

About Us

247 Media Ministries is a Jesus-focused non-profit ministry that owns and operates the Worship 24/7 Radio Network. With studios based in Wilsonville, Oregon, Worship 24/7 broadcasts via multiple FM signals in Oregon, Washington, Texas, Iowa and Georgia. In addition, our radio network has a robust online audience in 193 countries around the world.

Job Summary

The primary function of the Promotions Director is to promote the Worship 24/7 brand in as many ways as possible that will attract more listeners. The result of increasing our listenership is fulfillment of our Mission, which is "To Ignite a Passion for God through Worship ... that leads to a life of discipleship, evangelism, generosity and service to the poor." More listeners mean more worshippers which means God gets more glory.

The job also oversees the recruitment and management of staff/volunteers in each market we serve. Accomplishing the primary function of the job will involve utilizing multiple promotional channels, such as local concerts, Christian events and on-air ideas. Secondary goals include creating and nurturing local relationships to increase knowledge of Worship 24/7 with key leaders in the Christian community in each city.

Essential Functions

Promotions

- Collaborate with the Program Director and other team members to pro-actively develop, oversee and execute properly targeted strategic and effective promotions, effective initiatives and community outreaches that meet local needs and ensure proper community involvement in the market(s) we serve.
- Develop and maintain strategic opportunities to place Worship 24/7 materials in front of people to increase ministry impact and exposure. Examples include placing stickers, share cards or other materials with local businesses and churches in strategic locations.

- Pro-actively research upcoming community events in every market and develop a strategy for Worship 24/7 representation at community events, including evenings and weekends.
- Offer ideas and help execute a strategy to be “on the street” to gain greater exposure in the communities we serve. This includes, but is not limited to, appearances at strategic community events, ensuring diversity of location within our entire listening area.
- Recruit and coordinate a volunteer “Street Team” to assist with on-site station events. This includes calling, emailing, leading, training and coaching your own team of volunteers in every market.
- “Throw the party” by handling both pre-show (including negotiations with promoters/artists) and day-of logistics for concerts and other special events, occasionally performing emcee duties in front of large crowds.
- Coordinate appearances at events which include warm, friendly, interactions with listeners. Responsible for the full presentation of a Worship 24/7 event, from pre-planning to setup, to tear-down. Responsible for driving the station van to and from events and loading/unloading booth components (canopy, tables, banners, etc.) - often performing these duties as the sole staff member onsite.
- Ensure promotion equipment, vehicles and display pieces are stored and maintained in excellent working condition. Keep Program Director and manager informed of any issues with events, equipment, or vehicle.
- Maintain adequate inventory of promotional items needed for events and re-order as needed

Social Media

- Gather and maintain media resources including photos, audio and video to support station marketing and brand imaging.
- With direction from Program Manager, oversee and maintain strategic content for station websites, social media and website per company guidelines.

Demonstrated Faith

- Maintain and grow a personal relationship with Jesus Christ, being a consistent witness for the Christian faith.
- Be an active member of a Bible believing local church and have a working knowledge of scripture.
- Maintain a courteous, Christ-like attitude in dealing with people within and outside of the organization.
- Pray with coworkers in team meetings or with donors/listeners as requested, either in-person or on the phone.

- Attend team meetings as required for prayer and devotions.

Other

- Assist with and support station fundraisers as requested
- Any other duties as assigned

Requirements & Qualifications

Location

We believe in “Team over Task,” so in order to maintain our ministry and team culture, this position requires the person to work and office out of our studios in Wilsonville, Oregon.

Education

- High School Diploma

Experience

- Prior experience in radio promotions or similar field preferred
- Minimum 2 years’ experience in computer software systems including Microsoft Office.

Knowledge, Skills & Abilities

- Highly motivated team-player, capable of working in a fast-paced environment with multiple voices competing for your time and attention.
- Demonstrated ability to strategize, plan and execute radio station promotions and community outreach events.
- Ability to set-up and tear-down promotional tents, banners, tables, etc. without assistance; occasionally lifting up to 50 pounds.
- Ability to work independently as well as part of a team. Able and willing to accept supervision.
- Collaborates well with others. Trustworthy, honest, dependable, and passionate about the outreach of the ministry.
- Excellent written and verbal skills and organization.
- Attentive to detail and able to handle multiple tasks at once.
- Flexible schedule to work events on evenings and weekends within a 40-hour work week.
- Ability to be diplomatic in public and performance environments.

- Ability to manage a budget.
- Possess a valid Driver's License, clean driving record and ability to drive a 12-passenger van.

Supervisory Responsibilities

- This position will oversee, recruit and train "Street Team" volunteers and staff in each of our radio markets.

Working Conditions & Environment

Travel:

Occasional overnight travel to listener markets (Bend, Spokane, Tacoma, Amarillo)

Night/Weekends/Holidays:

Position requires a willingness to work a flexible schedule, including evenings, weekends and minor holidays. No work required on Easter, Thanksgiving or Christmas.

Outdoors:

Some events may require standing or sitting outdoors in hot, cold or wet weather for extended periods of time.

Physical Requirements

(The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

While performing the duties of this job, the employee is regularly required to talk and hear. This position can be very active and requires standing, walking, bending, kneeling, stooping, crouching, crawling and climbing. The employee must frequently lift and/or move items over 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Notice

This job description identifies the essential functions and expectations for performance. It is not inclusive of all specific job tasks that an employee may be required to perform. Employees are required to follow any other job-related instructions and perform job-related duties as may be reasonably assigned by his or her supervisor.