

## Promotions Director

Magic 106.7, Boston's #1 FM radio station, is seeking a full-time Promotions Director. Qualified candidates will have 2-5 years of PR, Marketing, or radio experience and a Bachelor's Degree in Communication, Marketing, Public Relations, or related field.

Successful candidates will be extremely organized, possess excellent written and verbal communication skills, and know how to multi-task and prioritize. Experience in event marketing is ideal. People skills are key - the position requires constant interaction with programming and sales. The Promotions Director must be able to make decisions based on logic, common sense, and what's best for the radio station as an art form and as a business. The Director will interact with clients and listeners and must be able to meet the very different needs of each "customer."

The Promotions Director will manage one full-time staff member, two part-time Street Team Captains, and 5-7 interns. The Promotions Director reports to the Operations Manager and works closely with the Assistant Program Director and General Sales Manager.

Regular duties include:

- Planning and executing "major" radio promotions like The Magic Dream Job, The Magic Beach House, Free Mortgage for a Year, The Magic Ski House, and Song of the Day promotions
- Writing regular promotional proposals
- Writing regular promotional recaps
- Writing copy for the station Web site
- Creating contest pages for Web site
- Writing copy for Email blasts
- Understanding FCC rules and regulations when executing on-air and web based contests/promotions
- Maintaining accurate and detailed calendars of upcoming appearances, contests, concerts, and sampling opportunities for clients
- Conducting weekly promo meetings with the Assistant Program Director, General Sales Manager, Promotions Coordinator, and sales team
- Obtaining prizes for daily contests
- Planning the annual Exceptional Women Awards Luncheon
- Attending sales calls
- Nights and weekends occasionally required

In addition, these skills are a must:

- Proficiency in MS Word, Excel, Outlook, and HTML
- Familiarity with Adobe Photoshop, Publisher, and Powerpoint

Your expertise will be rewarded with a generous benefits package, competitive salary, and fun work environment.

Qualified candidates should send a cover letter and resume to:

Candy O'Terry  
Assistant Program Director  
Magic 106.7  
55 Morrissey Blvd  
Boston, MA 02125

NO PHONE CALLS PLEASE.