



Employment Opportunity

Radio Disney in Sacramento, CA seeks a motivated Promotion Manager to supervise promotional efforts and manage the promotions budget. Represent the station on all promotions oriented issues, tasks and network with Radio Disney promotions personnel across the country. Explore and develop advertising and marketing opportunities that build awareness of the station in the Sacramento market.

RESPONSIBILITIES:

Provide strategic promotional/marketing, sales and operational support for the station. Develop and implement promotional budget plans subject to revenue generated, and approval of Station Manager. Effectively and efficiently create promotional, entertainment and marketing activities which meet the station's needs while enhancing sales, marketing awareness and audience growth. Work synergistically with Disney synergy partners as well as Radio Disney's corporate partners to maximize any promotional opportunities to the benefit of Disney/Radio Disney. Look for and develop community, client and charity contacts and relationships that are beneficial to the Station and to Radio Disney.

Other responsibilities include:

- Develop, coordinate and execute on and off-air promotional contests, station events, sales and marketing initiatives.
- Researching and developing topics of community interest for station's Public Affairs programming.
- Recruit, hire, train and develop all event performance cast members, including DJ's, part-time cast members and other team members as needed.
- Prospect and develop new clients for increased revenue to the station. (Sales)
- Protect the Disney Brand.
- Achieve all operating budgets.
- Complete business reports requested by the Station Manager.
- Maintain all equipment and promotional items.

Requirements:

Work Experience:

- Minimum 2 years of promotion experience, special events, and/or media sales

Education:

- Bachelor's Degree preferred or equivalent experience

Technical Skills:

- MS Outlook, Word, Power Point, Excel

Radio Disney is an Equal Opportunity Employer

Email resumes to Judy.L.Remy@Disney.com

Fax resumes to (916) 780-1493

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