



WURD RADIO, LLC

POSITION DESCRIPTION

TITLE: Events/Non-Traditional Revenue Coordinator

REPORTS TO: General Manager & Director of Sales

POSITION SUMMARY:

The Events/Non-Traditional Revenue [NTR] Coordinator is responsible for working with the General Manager & Director of Sales and related departments to ensure client deliverables, and station and client event implementation is executed consistent with company policy. Responsibilities include assisting Upper Management on various projects and work assignments related to Station and Non-Traditional Revenue Events. Additionally, this role will also be a cross-trained in Traffic Department and Member Services functions, and will include additional projects as assigned. This is a Full-Time position.

Key responsibilities include, but are not limited to:

Coordinating and implementing WURD Radio Station outside events, and execution of Clients/Sponsor Program deliverables.

Maintain effective communication and business relationships with clients in implementing sales programs and the activation of schedules and other client deliverables elements based on their marketing campaigns

Assist in securing cross promotional partners to expand various client programs. Works with related departments to ensure client compliance with station standards relating to client on-air activity, scheduling and implementing client deliverables, sponsorships calendar, and various sales support efforts

Assist in and design of print and digital projects relating to client programs

Communicate necessary sponsorship information to all relevant WURD departments (Programming, Promotions, Digital, etc.)

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Assist with registration for various station events and initiatives - including but not limited to on-site logging of patron contact information, processing credit card and cash payments, and fulfillment of contest winner prizes and other station giveaways. May require working evening and weekend

Cross Training in Member Services; may include assisting in the tracking of the WURD membership campaign; and following up with fulfillment of various member collaterals

Works cooperatively and professionally with individuals in all departments

Attend in-house and off-site meetings as assigned

Assist with special projects upon request; may require working evening and weekend events

Additional administrative duties as assigned

Candidate skills and personal traits include:

- Proficient in Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), and Social Media
- Strong work ethic
- Professional Appearance and Attitude
- Problem-solving and critical thinking skills
- Technical and Interpersonal skills
- Communication and organizational skills
- Customer focused
- Teamwork and collaboration skills
- Project/Event Management experience a plus