



KWVA Eugene, 88.1 FM
University of Oregon Campus Radio

Job Title: Marketing Director (MKTG)

Purpose:

To coordinate the KWVA Marketing Department
To be the initial contact for community events, announcements, PSAs, promos, underwriting, etc.
3rd on-call, 12 months of the year

Principle Functions/Requirements:

- I. **Administrative Duties:**
 - a. Coordinate and supervise a marketing department of outreach associates;
 - b. In conjunction with the Programming Director and marketing department, create and maintain current press packets, underwriting rates, promotional trade rates, and station schedule for publication;
 - c. Coordinate the marketing department on fundraising activities;
 - d. Coordinate with the marketing department on the design and procurement of promotional items and merchandise for the station;
 - e. Coordinate with the marketing department to further develop KWVA's campus and community presence;
 - f. Ensure a high level of customer service for organizations contacting KWVA;
 - g. Ensure a high level of professionalism at any activities representing KWVA;
 - h. Attend weekly staff meetings.

- II. **Clerical Duties:**
 - a. Assist Outreach Associates in maintenance of an up-to-date music and events calendar posted in the station and on the KWVA website;
 - b. Assist Outreach Associates and Production Director in maintenance of an up-to-date music and events calendar for on-air play;
 - c. Keep and maintain an up-to-date database of local non-profit organizations;
 - d. Keep and maintain an up-to-date database of all individual and business underwriters;
 - e. Keep and maintain an up-to-date database of all promoters and promotional companies, including their contact information;
 - f. Keep and maintain an up-to-date database of all local venues and their contact information;
 - g. Keep backlog/archive of all ticket giveaways;
 - h. Keep backlog/archive of all DJ ticket requests;
 - i. Submit quarterly department reports to the General Manager.

Compensation/Selection Procedure:

\$100 month for 12 months

This position is available to all University of Oregon students enrolled at least half time for three out of four academic terms, in order to receive a stipend of \$100/month. The position begins July 1st and runs through June 30th of the following year. Training will begin by June 1st and individual holding the position will be required to provide training to the incoming staff member. Position requires approximately 15 hours/week. Hired by the General Manager.

EOE/AA/ADA

Reports To:

KWVA General Manager

KWVA: P.O. Box 3157 - University of Oregon - Eugene, Oregon - 97403
UPS/FedEx to: Suite M-112 - EMU - University of Oregon - Eugene, Oregon - 97403
(541) 346-4091 Business (541) 346-0648 Fax (541) 346-0645 Request Line