



P.O. Box 1998, Columbus, GA 31902 (706) 576-3565

www.dbiradio.com

**Job Posting:**

**Job Title:** Promotion Director

**Opening:** August 13, 2024- September 13, 2024 (updated)

**Davis Broadcasting Inc. of Columbus** is currently seeking an experienced **Promotion Director** to join their team of professionals in **Columbus, GA**. The Promotions Director will be responsible for coordinating all aspects of the Davis Broadcasting Inc. of Columbus Station's Promotions Department.

- **Experience/Skills:** The ideal candidate is a self-starter who is highly motivated, dependable, detail oriented, energetic, and displays professionalism and enthusiasm when representing the Company. Applicant should have good verbal and written communication and organizational skills with a solid foundation in grammar and editing. Applicant must be able to create and execute promotional ideas, and have the ability to work effectively both inside and outside of the Company.

**Job Responsibilities include (not exhaustive):**

- Create and manage station promotional events
- Recruitment and Management of Street Team
- Procurement and distribution of all prize giveaways
- Maintenance of station vehicles
- Coordinate schedules for Remote Broadcasts
- Work with the on-air talent and sales department in executing campaigns
- Create and Distribute Press releases
- Establish working relationships with community organizations
- Assist in updating web and social media content

**Requirements:**

**Education and Experience:**

- Associate's Degree or two years of college or greater
- At least one year of relevant work experience
- Experience with brand marketing and event planning preferred
- Social Media Marketing experience preferred

**Skills and Abilities:**

- Must have a valid state driver's license and clean driving record. This position requires 25%-50% in-town travel
- Familiarity with Adobe software, V-creative, and WordPress websites preferred.
- Must be available to work night and weekend events and have the ability to lift up to 20 lbs.





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**Compensation and Benefits:**

- Competitive salary; commensurate with experience
- Benefits package include: Company supplemented Health, Dental, and Vision Insurance. Company paid Life Insurance; Vacation, 401K match program, and other benefits.

**How to apply:** Please submit your resume and cover letter detailing why you're the ideal candidate for this role to [newhire@dbicolumbus.com](mailto:newhire@dbicolumbus.com).

*About Us:*

**Davis Broadcasting Inc.** is a locally, minority, and family-owned business committed to serving the community while providing broadcast excellence for over 36 years. Our mission is to provide impactful, informative, trusted, and entertaining programming to the local Tri-city community. We work to provide targeted audiences for our advertisers through the utilization of the 6 radio properties of Davis Broadcasting of Columbus and all digital assets and to intentionally and consistently provide services, events and programming that strengthen the civic and cultural life of our local and regional communities. To learn more about our organization, please visit us at: [www.dbiradio.com](http://www.dbiradio.com).

Davis Broadcasting is an equal-opportunity employer committed to fostering a diverse and inclusive workplace. We consider all qualified applicants for employment without regard to race, color, religion, sexual orientation, national origin, age, disability, veteran status, or any other protected status.

