



MARKETING SPECIALIST (Traditional Marketing Focus)

Role Summary:

The Marketing Specialist is a key member of our marketing team, responsible for enhancing the station's visibility and engagement within the local community through strategic traditional marketing initiatives and impactful in-person outreach. This role will leverage on-air promotions, print media, community events, and partnerships to build strong relationships and drive audience growth.

Responsibilities:

- **On-Air Promotional Campaigns:**
 - Develop, implement, and analyze on-air promotional campaigns to drive listenership/viewership and promote station programming.
 - Collaborate with program team and on-air talent to create compelling promotional content.
- **Print Advertising and Materials:**
 - Manage the creation and distribution of print advertising materials, including the monthly print guide "This Month," brochures, postcards, and posters, etc.
- **Event Coordination and Representation:**
 - Assist in the logistical planning and execution of station-hosted events (both in-person and virtual), including coordinating with internal teams, managing vendor relationships and providing on-site or virtual support to ensure smooth event operations.
 - Promote in-person and virtual events, ensuring a positive brand experience and maximizing attendance.
 - Represent the station at community events (i.e., Chamber events), building relationships with attendees and enhancing brand visibility.
- **Community and B2B Partnerships:**
 - Cultivate and maintain strong relationships with community organizations, businesses, and partners, fostering collaboration.
 - Identify and pursue opportunities for collaboration and cross-promotion between PBS North and The North 103.3, expanding audience reach.
 - Coordinate with the underwriting team to develop and execute promotional campaigns for business partners, ensuring mutual benefit.
- **Promotional Item Management:**
 - Manage the inventory and distribution of physical promotional items, such as merchandise, giveaways, and signage.
 - Ensure physical promotional items are effectively utilized to promote the station's brand and enhance brand recognition.

- **Press and Media Relations:**
 - Draft and distribute compelling press releases to local media outlets to announce station news, events, and initiatives, securing media coverage.
 - Maintain a media contact list and build relationships with journalists, fostering positive media relations.
- **Website and Blog Content:**
 - Create engaging and informative blog posts for the station's websites (WordPress, Grove, and Bento), highlighting station activities and programming.
 - Ensure blog content is optimized for search engines and aligned with the station's content strategy, driving website traffic.
- **Digital Marketing Support:**
 - Provide cross-training support to the Digital Marketing Specialist for uploading videos to YouTube and Media Manager and online comment monitoring, ensuring seamless collaboration.
 - Optimize video content for discoverability and engagement, enhancing online reach.

Abilities:

- Ability to work independently and as part of a team.
- Community Engagement
- Fundraising Experience
- Local Community Understanding

Key Skills:

- Strong written and verbal communication skills.
- Excellent organizational and project management skills.
- Event Promotion
- Copywriting
- Media Relations
- Project Management
- Relationship Building
- Traditional Media Channels & Digital Familiarity

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- Proven experience in traditional marketing and community outreach.
- Proficiency in Microsoft Office Suite and WordPress (or similar CMS).
- Experience with social media management and video content platforms (YouTube).
- Familiarity with the local community and media landscape.
- Valid driver's license.

Salary Range: \$50,000-\$60,000

FLSA STATUS: Full-time, Non-Exempt

Interested parties should send a cover email, resume, and completed application to applicant@wdse.org. Applications can be downloaded on our *Careers* page of our website.

THE DULUTH SUPERIOR AREA EDUCATIONAL TELEVISION CORPORATION (DSAETC), IS AN AFFIRMATIVE ACTION / EQUAL OPPORTUNITY EMPLOYER

We believe that our staff should reflect the diversity of the communities in which we live to achieve a future that is socially just, culturally rich, and ecologically restorative. We are committed to hiring and advancing staff that represent voices from traditionally underrepresented populations.

PBS North and WDSE-FM is an equal-opportunity employer. DSAETC does not discriminate against employees or applicants on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status or any other characteristic protected by applicable local, state or federal law.