



Date: July 17, 2024
Title: Marketing Director
Location: 1876 Bureau Dr. Fayetteville, NC 28312

Description: Beasley Media Group of Fayetteville is searching for a talented and professional individual who understands how to promote and communicate with listeners. The Marketing Director will work with programming, digital and sales departments to develop and execute successful promotional campaigns; build and maintain relationships with advertisers promotional partners; serve as the liaison representing the station and its promotional opportunities. This is a position that will report to the Director Of Sales.

Responsibilities:

- Attend, set up and breakdown equipment at events, provide support and interact with listeners
- Organize and maintain promotional supplies/giveaways and winner's information
- Operate a company vehicle and have a valid driver's license with a clean driving record
- Interact with people at events; an outgoing personality is a plus
- Multi-task and have exceptional organization skills
- Excellent writing skills and creativity are an integral part of this position
- Assist Sales in creating revenue-generating opportunities
- Lead the Promotions department from concepts to completion
- Conduct and direct weekly promotions meetings
- Other duties as assigned

Qualifications:

- Ability to effectively manage and develop employees in a very busy and creative environment
- Working knowledge and experience in Radio Programming & Sales (formats and audience)
- Ability to assist in maximizing promotional revenue opportunities
- Excellent writing/editing and computer skills (Excel, Power Point, Microsoft and Photoshop)
- Leadership and Management skills helpful

Send resumes to:

Katy Lollis, Assistant Market Manager / Director of Sales
Beasley Media Group , LLC
katy.lollis@bbgi.com

BEASLEY MEDIA GROUP, LLC IS AN EQUAL OPPORTUNITY EMPLOYER.



Date: May 14, 2024

Title: Digital and Radio Media Consultant

Location: 1876 Bureau Dr. Fayetteville, NC 28312

Description: Beasley Media Group is searching for sales professionals to develop and sell integrated radio & digital advertising marketing campaigns to new and existing clients. Responsibilities include soliciting new business through prospecting and cold calling, managing, and growing existing assigned accounts and budgets, as well as identifying client advertising needs. The ideal candidate will develop and present customized solutions to meet the clients' needs. The successful candidate will cultivate and maintain relationships with clients by providing top quality service.

Responsibilities:

- Developing new business by prospecting and utilizing our lead generation platforms
- Must prepare promotional plans, sales literature, and advertising proposals.
- Must develop proposals using MS office products.
- Must uncover and resolve customer problems.
- Communicate with other departments to ensure quality service in placing orders.
- Support promotional events.
- Attend sales meeting, training sessions, and client events.
- Must have a valid driver's license with a year's driving record.

Closing Date: Until Filled

Send resumes to:

Katy Lollis, Assistant Market Manager / Director of Sales
Beasley Media Group , LLC
katy.lollis@bbgi.com

BEASLEY MEDIA GROUP, LLC IS AN EQUAL OPPORTUNITY EMPLOYER.



Date: April 17, 2023

Title: Promotions Assistant

Location: 1876 Bureau Dr. Fayetteville, NC 28312

Description: This is a Part-Time position that assists the Promotional/Marketing Department with tasks that promote Station's clients. The ideal candidate will perform as a company representative for station's functions, community, and charitable events. Responsibilities include but are not limited to driving station vehicles to events, setting up and breaking down promotional equipment, and overseeing onsite appearances, remotes, and events.

Qualifications:

- Excellent communication skills;
- Must work well with a team;
- Available to work weekends and evening hours, if necessary;
- High School degree required;
- Must have valid driver's license with no restrictions.

Last date for consideration: Until Filled

Closing Date: Until Filled

Send resume to: fay.jobs@bbgi.com
Beasley Media Group , LLC