

**ABC Public Broadcasting
Marketing & Communications Manager**

ABC Public Broadcasting, Inc., (city) PBS and NPR affiliate, has an opening for a Marketing & Communications Manager.

The Marketing & Communications Manager is responsible for managing the daily operations of marketing, communications, public relations and event production at KABC and KXYZ. The Manager reports to the Director of Marketing & Communications on all marketing, media, event and strategic initiatives for KXYZ TV, KXYZ xx.x FM and KXYZ xx.x FM. The Manager is involved in the development of marketing strategies, writes marketing and media communications; manages events and concerts, and assists in the execution of partnerships. A highly creative, yet practical approach to developing strategies and project implementation, and the ability to work a flexible schedule conducive to the stations' marketing and events and fundraising drives is essential. The position also will support the strategic fundraising objectives for the organization.

RESPONSIBILITIES:

- Manage the development and implementation of KXYZ marketing and communications plans as related to station and program priorities.
- Assist Director with KXYZ communications, including compiling and writing content for digital, social and print; press releases; weekly e-communications; and fundraising and promotional contributions to the station's websites, (website address).
- Work with Director to generate media coverage for key organizational and programming initiatives among trade press and other media outlets.
- Produce and manage live events – such as KXYZ's (program name) and (program name) (concert series) – including promotion, public relations, onsite logistics and production, and talent relations.
- Manage street team and volunteer coordination for events and station initiatives.
- Actively support membership functions such as online/mobile fundraising, on-air fundraising campaigns, and other fundraising initiatives.
- Perform other duties and projects as assigned.

QUALIFICATIONS:

The successful candidate should have a passion for the mission of public broadcasting and a strong affinity for the music played on KXYZ xx.x. The Manager of Marketing & Communications will hold a bachelor's degree in communications, journalism or marketing with at least five years of work experience in a media, marketing or public relations environment. Proven advanced skills in writing, copy editing and proofreading are essential. Large-scale event production and management skills are a must. The ideal candidate will be an innovative, creative and accountable problem solver and self-starter with outstanding time management skills and the ability to complete multiple tasks on deadline. Must have a strong command of the following software: Microsoft Excel, Word, PowerPoint and other Office applications. An understanding of digital and social media metrics and familiarity with content management systems (WordPress) is a plus.

Please email your resume and cover letter to (email address) or mail to: (mailing address).

KXYZ is an Equal Opportunity Employer.