



Promotions Team- School Credit Internship

Job Description:

The Promotions Team at 104.9 the River exists to provide hope to people by connecting them to Jesus in Central Ohio through radio marketing, promotions, and community outreach. As a member of the Promotions Team, you will act as the main “face” of 104.9 the River at station, client, and community events and remotes. You must be an outgoing individual who fully understands that making a positive impression with listeners and clients is very valuable. You must be extremely personable, organized, and dependable.

The ideal candidate must be a go-getter, as well as a bold, clear communicator, and a star at station events, appearances and within the hallways of our office.

Responsibilities:

- Office:
 - o Event preparation- such as load/unload station vehicles, assemble giveaways, etc.
 - o Maintain online listener databases
 - o Shadow other station departments and assist as needed
 - o Deliver listener appreciation gifts
 - o Maintain overall organization of office, vehicles, and event materials

- Events:
 - o Set up event displays
 - o Build relationships with event attendees
 - o Engage listeners in contests
 - o Engage listeners with the mission and vision of 104.9 the River
 - o Take photos to post to Social Media and for Client Recaps
 - o Serve as the River Dog mascot periodically

Requirements:

- Must be enrolled in a college or university
- Preferred majors: Communications, Public Relations, and Marketing, but not required
- Character consistent with The River’s Core Values:
 - Have Fun
 - Be Real
 - Build Relationships
 - Communicate
 - Be Excellent
 - Fail Forward
 - Take Risks
 - Deliver a “wow” experience
 - Own It
- Minimum of 4 hours in-office bi-weekly
- Minimum attendance at 3-5 events per week
- You must understand that evening and weekend hours are the “NORM”.

Benefits of the Internship:

- Hours for school credit (Despite this not being a paid internship, we still expect high-quality work in order to obtain school credit at the end of the internship)
- Invaluable experience and exposure in marketing and promotions within the radio industry

To apply, please email your resume to Amy Brotherton at abrotherton@riverradio.com. Deadline: March 31, 2020.