



JOIN OUR TEAM!

ASSISTANT BRAND MANAGER

Do you live & breathe the country music lifestyle? Do you have a passion for radio? Are you a team player looking to make the jump to management? If so, Mid-West Family Rockford is looking for you to help lead 95.3 The Bull. We're looking for someone with at least 3 years of on-air radio experience and is creative, possesses a strong understanding of social media, and is passionate about on-air and event promotions from brainstorming to execution. The candidate must be willing to embrace the influencer role that comes with being a part of WRTB. Mid-West Family and WRTB have strived to put community first in all that we do, and the right person for this job must also possess the same desire to focus on our community.

Responsibilities of this position include but are not limited to:

- Assisting with creating and executing on-air/event promotions and sales opportunities
- Assisting with music scheduling via Selector/G-Selector
- Executing a well prepped and dynamic on-air shift.
- Creating on-air content and benchmarks.
- Creating engaging content on all social media platforms.
- Engaging in providing, producing, and updating content on all active digital platforms.
- Providing a presence for WRTB in the community (e.g., at community events, press conferences, etc.).
- Engaging with listeners via phone calls, contests, and social media.
- Broadcasting live from remote locations and events.
- Introducing programs and music.
- Reading commercial copy and public service announcements.
- Operating a control console/broadcast equipment.
- Conducting on-air interviews.
- Assist in station and cluster events.
- Assists in special promotions and programming activities across all brands (WRTB, WGFB, WXRX, WDKB).
- May act as emcee for public and/or private events.
- Working with Promotions and Sales departments on creative content.
- Station vehicle maintenance and upkeep as needed.

Mid-West Family is an equal opportunity employer.

- Health, Dental, & Vision Insurance
- Retirement plan
- 401(k) & 401(k) matching
- Life insurance
- Vacation/PTO

**Submit your resume with an
audio and/or video demo to:**
✉ llombardo@rmgmwf.com



Requirements of this position include but are not limited to:

- Requires creativity, innovation, original thought in the performance of on-air duties.
- Interest and knowledge within the station's music genre.
- Retains current knowledge of all relevant social media platforms
- Using social referrals in driving listener traffic to all company social media sites.
- An understanding of pop-culture references.
- Excellent problem solving and prioritizing skills.
- Ability to multi-task and handle pressures and deadlines.
- Must be a team player and work well with management and staff at all levels.
- Comfortable with creating and being involved with video content.
- Must have a valid driver's license and fully insured personal vehicle.
- Must be a positive addition to the Mid-West Family team.
- Must be able to lift a minimum of 50lbs and be able to set up/tear down equipment at events.

Salary Range: \$38,000-40,000

Qualifications:

- A minimum of 3-years on-air experience is preferred.
- A College degree is preferred, but a high school diploma or equivalent is required.
- Experience with Selector/G-Selector is a plus
- Excellent written and verbal communication skills.
- Knowledge of all applicable FCC rules and regulations.
- Experience in all Microsoft Office and Google programs (Drive, Sheets, Docs, etc).
- Proficient in use of audio editing software and broadcast equipment.
- Ability to successfully execute station events and remotes.
- Public speaking skills and ability to interact with listeners and clients in a public setting.
- Must be creative and innovative with a strong work ethic.
- Preference may be given to candidates with the above experience plus the following:
- Prior broadcast industry experience.
- Digital and video editing and social media experience.

Mid-West Family is an equal opportunity employer.

- Health, Dental, & Vision Insurance
- Retirement plan
- 401(k) & 401(k) matching
- Life insurance
- Vacation/PTO

Submit your resume with an audio and/or video demo to:
✉ llombardo@rmgmwf.com