



JOIN OUR TEAM!

# 104.9 WXRX MORNING SHOW CO-HOST & INFLUENCER

Mid-West Family in Rockford is seeking a community influencer and co-host to join Matt on The Morning X. The ideal candidate has a great personality that can connect with an audience with a creative content mindset and is capable of quick conversational banter. This person must also possess a strong understanding of social media and be willing to embrace the influencer role that comes with being a part of this show as a lifestyle. This is your chance to be a part of a 30+ year legacy radio station in Rockford, Illinois. Over those years, WXRX and Mid-West Family 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. We are looking for the right person to be one of the faces of WXRX in the community.

## Responsibilities of this position include but are not limited to:

- Embracing the role of a brand and community influencer for WXRX by creating engaging content on all social media and active digital platforms.
- Work with Matt to deliver compelling content that appeals to the target demo of WXRX, that builds and engages audiences across all platforms and channels.
- Providing a presence for WXRX 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.
- Reading commercial copy and public service announcements.
- Conducting interviews.
- Assist in station and company events.
- Assists in special promotions and company activities.
- May act as emcee for public and/or private events.
- Collaborate with the sales team to develop and enhance client and partner relationships and revenue opportunities through endorsement campaigns
- Other duties as assigned

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](mailto:llombardo@rmgmwf.com)



**Requirements of this position include but are not limited to:**

- Requires creativity, innovation, original thought in the performance of duties.
- Interest and knowledge within the WXRX Brand.
- 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 multitask 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.

**Qualifications:**

- Experience in media is preferred.
- A College degree is preferred, but a high school diploma or equivalent is required.
- Excellent written and verbal communication skills.
- Experience in all Microsoft Office and Google programs (Drive, Sheets, Docs, etc).
- Ability to execute on-site and in public.
- Able to relate to the audience and have a strong audience interaction.
- Public speaking skills and ability to interact with audience in a public setting.
- Must be creative and innovative with a strong work ethic.
- Must have a valid driver's license and fully insured personal vehicle.
- Must be a positive addition to the Mid-West Family team.

**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.

Salary Range: \$33,000-35,000

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