



KIPI Radio Station
724 N Main Street
Eagle Butte, SD 57625
605-964-5474 Office
605-964-7003 Fax
www.kipiradio.com

KIPI Director of Sales & Events

KIPI Radio is looking for a Director of Sales & Events to join our team.

Application Deadline September 20, 2022

Application and Additional materials may be dropped off, mailed to KIPI or [submitted online at: https://forms.gle/nQ9m4k6PtbejmzP6](https://forms.gle/nQ9m4k6PtbejmzP6)

Job Description:

Starting Wage: \$18/hr. or more

- Additional pay and benefits depend on education and experience.

Requirements:

- Possessing a driver's license, insurance, and reliable vehicle.
- Travel is required for this job.
- Computer Literacy
- Willingness to learn new things

Ideal Applicant:

- Minimum 2 years in sales/marketing/promotion or journalism
- Bachelor's Degree

Responsibilities:

- Assist in the development of the Annual marketing and promotion budget.
- Proactively manage Sales, Marketing and Promotion activities for KIPI radio.
- Work monthly to track expenses and adhere to expense guidelines.
- Manage promotion and marketing budgets
- Work with Station Manager on budgets and expense management.
- Keeping a current inventory of prizes and other giveaways must be documented and up to date.
- All documentation of how prizes were acquired must be kept in contest files.



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General Organizational Duties:

- Manage promotional/community calendar to include ALL station activities.
- Develop marketing/imaging strategies and advertising budgets for on-air and on the streets marketing to promote KIPI Radio working closely with Station Manager, Executive Producer and Content Director.
- Create a timeline for events and promotions from planning stage to execution to ensure all aspects of the event are being executed. Including but not limited to Prizes, Venue, Staffing, Trade Agreements and Promotion Materials.
- Ensure that the image of all KIPI Radio is always intact, ie. all staff in logo attire and all signage and station presence is displayed to the maximum potential with the resources available.
- Communicate with Webmaster to ensure that all promotions are properly represented on the websites in a timely fashion.
- Utilize KIPI Software to document proof of performance.
- Generation of new sales through promotional packaging and partnering by developing business relationships with key accounts and community leaders.
- Keep up internal communications through daily contact and weekly promotional department staff meetings.
- Write and distribute PRESS Releases for all newsworthy events and have an active current press list.
- Create a system of accountability to ensure staff job performance is excellent.
- Protect the company through strict adherence to signed agreements of all station events/promotions.
- Adherence to all KIPI Radio rules and procedures regarding insurance regulations and corporate policies.

Supervision Received:

- Reports to Station Manager

Supervision Exercised:

- Oversees Sales Reps, Receptionist and Office Manager