



Example of Promotion Coordinator Job Description

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Our company is growing rapidly and is looking for a promotion coordinator. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for promotion coordinator

- Assist in collecting assets from internal groups and sponsors in order to create video
- Coordinates and executes all aspects special event promotions
- Partners with station's account executives to develop appealing promotional packages to their clients, including assisting the account executive in presenting the promotion to their clients
- Structures remote appearances and assesses all potential promotional locations to ensure feasibility and to optimize return on investment
- Assists in developing staff promotional ideas
- Coordinates photography of all special events
- Provides projects status updates to the Promotions Director
- Serves as a company ambassador for various community and charitable events
- Administrative and clerical work as assigned by PD
- Maintain the NHL Network "Penalty Box" spreadsheet to track promo production assignments and delivery expectations

Qualifications for promotion coordinator

- Spanish and English fluency required for KLZT and Latino 102.7 position
- Social media skills (FB, Twitter, blogging)
- 1-2 years professional experience in media or related field, admin experience is a plus
- 0-1 years of Digital Media, Research or Media Planning experience and an

- Years experience in delivery and coordination of corporate-based health promotion programs
- Attend NHL Network Promo Production meetings to plan deliverables and develop scheduling strategy