



# Example of Promotions Assistant Job Description

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Our company is hiring for a promotions assistant. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for promotions assistant

- Calculate truTV promo inventory/value per quarter
- Develop monthly revenue projections based on changing inventory values
- Analyze data to model a variety of formats for all truTV programming based on promo inventory, U/D capacities, and total program running times
- Calculate network GRPs on a weekly basis, to assist with on-air promo planning
- Perform pre/post analysis on promotional inventory and develop data presentations to communicate findings to senior staff
- Work in tandem with Research to help plan future priority promotional campaigns
- Liaise with TEN (Turner Entertainment Networks) Business Operations to streamline promo planning across networks
- Work with Phoenix/MAPS/SHOPS and other TEN development teams to troubleshoot effectiveness
- Execute technical and physical set-up and breakdown of remote broadcasts and station events
- Interact with listeners and clients with a customer service mentality

## Qualifications for promotions assistant

- Facilitate contests, games and giveaways on-site at events
- Must be 18 years or older and able to work a flexible schedule - 15-25 hours per week, mostly afternoons, weeknights and weekends - (must be able to work nights and weekends regularly), occasional early morning

- Must be 18 years or older and able to work a flexible schedule (including weekend and evening events) 26 to 29 hours a week
- Represent the radio station at retail stores, stadiums, nightclubs, festivals
- Executing events from start to finish (coordinating with on-site contact, hanging banners, distributing station giveaway items, setting up tents, tables, sound systems)