



# Example of Promotions Assistant Job Description

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Our innovative and growing company is searching for experienced candidates for the position of promotions assistant. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for promotions assistant

- Customizes and prepares sales pieces, EMT/Digital/Incite proposals and presentations
- Undertakes research and special projects at the direction of Sales and/or National Sales Manager
- Coordinate with the National Sales Assistant to input promotional/event schedules and programs
- Provide promotional recaps in a timely manner
- Creative brainstorming/interaction with station promotions, programming, marketing and sales departments
- Works with Promotions Director to create and execute promotional events and contests within the departmental budget
- Negotiates and purchases collateral and other promotional items
- Develops strategic relationships with entertainment and event venues
- Works with local charities to the mutual benefit of the community, the charity, and the station
- Maintains social media accounts, station promotional calendar, and updates contest giveaways with use of digital vehicles

## Qualifications for promotions assistant

- Must be 18 years or older and able to work a flexible schedule with a minimum of 25-30 hours a week (including weekend and evening events)
- Familiarity with Central PA area

- Assist with remote appearances and other station events
- Contribute to social media/digital presence at the direction of Digital Content Director