



Example of Promotions Coordinator Job Description

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Our company is looking to fill the role of promotions coordinator. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for promotions coordinator

- Design and schedule custom graphics on station homepages
- Enter showtimes and maintain the theater's schedule weekly
- Position's primary network responsibility will be Lifetime/LMN but will also support FYI frequently and on occasion will work on other brands (A&E, & History)
- Work with vendors on designing and delivering custom website builds
- Update and analyze weekly metrics for recurring department meetings
- Updating of website information on events, concerts, contests, and other postings
- Exceptional interpersonal skills, judgment, initiative and attention to detail
- Ability to organize multiple tasks, meet deadlines, plan schedules and coordinate events
- Maintain and update promo files
- Assist Director On-Air Planning & Strategy in other responsibilities as needed

Qualifications for promotions coordinator

- Willingness to work overtime, nights/weekends as needed
- Collaborative worker able to align closely with several different internal teams and external partners and agencies
- Knowledge of and familiarity with content streaming and the key players (content providers, device manufacturers, retail establishments)

where applicable

- Minimum 1 year experience in a TV or production environment, with a focus on social media
- Minimum 2 years of television experience preferably in sports, and/or on-air promotions