



Example of Promotions Coordinator Job Description

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Our company is growing rapidly and is hiring for a promotions coordinator. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for promotions coordinator

- Assist in planning, organizing and executing promotions and contests to consistently exceed objectives to maximize ratings and revenue opportunities
- Schedule and maintain station on-air promotion assets and inventory
- Contribute and monitor daily posts and engagement of station's social media channels
- Writes promotional plans
- Enters broadcast orders
- Work with Senior Manager of Creative Services to coordinate daily operations of creative requests for on-air promotions for the department
- Help oversee external department's creative requests and manage projects through completion
- When requested, assist in routing agency work through all proper channels for approvals, collect feedback, and provide footage/elements to the agency
- Manage the production of other marketing assets including radio spots, presentation videos, ad sales sizzles, club and short-form content for promotional use
- Work directly with marketing departments of all 32 clubs to deliver promotional assets

Qualifications for promotions coordinator

- Must be able to provide portfolio of work examples
- Proficient in standard office software

- Bachelor's degree plus a minimum of 3 years of related work experience
- Solid apparel development background is preferred with an understanding of product engineering and manufacturing processes