



# Job Announcement

## Radio Promotions and Traffic Coordinator

Georgia Public Broadcasting (GPB) is hiring a Radio Promotions and Traffic Coordinator. This position is responsible for supporting the GPB's network's promotional and underwriting activities by ensuring the accurate creation, uploading and scheduling of on-air underwriting spots and tags, promos, and public service announcement. This role serves as the bridge for network operations, underwriting, programming, and marketing, contributing to brand visibility, audience engagement, and seamless traffic coordination. The ideal candidate will have strong writing and editing skills, and experience with radio rundown and automation software, ensuring all content aligns with our brand voice and messaging. This position reports to the Radio Operations Manager. GPB is a statewide dual licensee comprised of 9 PBS television stations and 21 NPR radio stations that broadcast across the state of Georgia.

### **C**andidate Qualifications:

- Bachelor's degree in Communications, Marketing, Broadcast Production, or a related field preferred and/or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.
- 1-2 years of experience in promotions, radio traffic, or a similar role within the broadcast industry.
- Experience in public media preferred
- Proficient in traffic management and scheduling software (e.g., Marketron) and MS Office Suite; Experience with Radio playout server and automation systems (e.g., Enco)
- Proficiency in audio editing software (e.g., Adobe Audition, Audacity, Pro Tools).
- Knowledge of radio broadcasting and advertising industry standards for public media.
- Experience working in radio broadcasting or a related media environment.
- Background in marketing, advertising, or communications.
- Proven experience in radio production, audio editing, or a related field.
- Strong writing and editing skills, with an understanding of how to craft effective radio messaging.
- Ability to work independently and manage and prioritize multiple projects simultaneously.
- Knowledge of FCC regulations related to underwriting and promotional content is a plus.
- Strong organizational skills, attention to detail, and ability to meet deadlines.
- Strong communication skills and the ability to collaborate effectively across teams.
- Creative mindset with the ability to think strategically about promotions and engagement.
- Ability to work in a fast-paced environment and manage last-minute changes.
- Ability to work flexible hours, including some evenings and weekends for station events.

### **J**ob Responsibilities Include:

- Work closely with the underwriting team to ensure accurate placement and timing of paid advertisements in compliance with station policies, public media guidelines and client contracts.
- Adjust schedules as needed based on last-minute changes, unscheduled programming, or urgent needs.
- Reconcile daily logs and reports, resolving any scheduling discrepancies.
- Schedule promos, underwriting, public service announcements (PSAs), and other on-air content using the station's traffic software (e.g., Marketron) and assist with programming schedules as needed
- Collaborate with underwriting and programming teams to develop promotional strategies and campaigns that enhance listener engagement.
- Write, record, and edit engaging radio promotional spots, public service announcements and underwriting spots, working closely with on-air talent and the Operations manager, ensuring they are clear, concise, and effectively communicate the intended message and align with GPB's brand strategy.
- Incorporate music, sound effects, and other elements to enhance the overall impact of the spots (and ensure high quality audio content)
- Develop and maintain relationships with internal stakeholders and external programming and promotional partners.
- Track and report on the success of promotional efforts and campaigns.
- Schedule and upload completed spots into the station's automation system, ensuring they run at the correct times and frequencies.
- Communicate effectively with the programming team to ensure smooth on-air operations.

- Assist in the creation and distribution of promotional materials, such social media posts, and email blasts as needed.
- Regularly review and update spots to ensure consistency, accuracy, and compliance with station, public media, and FCC guidelines.
- Conduct regular checks to maintain high audio quality and ensure all content is up to date.
- Reconcile daily logs and reports, resolving any scheduling discrepancies.
- Monitor the airing of promotional and underwriting content to ensure accuracy and address any scheduling conflicts or technical issues.
- Maintain accurate records of all spots, including scheduling logs, scripts, and client details.
- Track and report on the performance of promotional efforts and campaigns.
- Track and monitor underwriting spots, providing insights and recommendations for improvements
- Collaborate with the Operations Manager to ensure all promotional and underwriting material is running smoothly and is scheduled in the most efficient way.
- Work closely with underwriting, marketing, and programming teams to understand client needs and objectives, ensuring underwriting spots meet all contractual requirements.
- Communicate effectively with the programming team to ensure smooth on-air operations.
- Provide administrative support for both promotions and traffic departments, including managing files, handling communication, and maintaining records.
- Assist with invoicing, billing, with clients regarding scheduled advertisements as needed.
- Monitor and update station websites and social media platforms with programming/promotions updates as needed.
- Assist in planning and executing station promotions, and events and represent GPB at company events as needed.
- Performs other related duties as required.

**We Offer:** Paid holidays, vacation and sick leave, retirement plans; Pre-tax benefits for health, dental, vision, life, specified illness and accidental insurance; Health and childcare spending accounts; Disability insurance; and opportunities for training and professional development.

**To Apply:** Upload resume, cover letter, list of three references and applicant form on the GPB Job Center located at [www.gpb.org/jobs](http://www.gpb.org/jobs). ONLY Applications submitted through the GPB Job Center with a complete application, resume AND cover letter WILL BE ACCEPTED.

**Deadline to Apply: Open Until Filled**

<b>Georgia Public Broadcasting is an Equal Opportunity Employer.</b>
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