Integrated Marketing and Digital Coordinator, Entercom Kansas City

Although this position is primarily web based, you will be required to work with many types of media. Any and all experience with video, photo and audio editing, graphic design or general marketing is a plus.

**Duties:**
- Concept and design and implement digital assets; banner adds, take overs, flipper graphics, peel backs, rich media.
- Communicating with radio sales staff members and taking the lead in the scheduling and information gathering process for digital advertising campaigns, including but not limited to social, email, and streaming-related advertisements.
- Understanding and, when necessary, performing the duties of the SmartReach Digital Campaign Manager.
- Create and maintain dynamic HTML and PHP code-based sites.
- Work with the multiple departments on digital-based projects, including animated advertising and database management. Also will include coverage of sporting events and concerts.
- Serve as Website quality control monitor, make necessary updates, verify HTML, and ensure that all links stay active on web sites and microsites.
- Perform quality control tests to improve the architecture of the site.
- Create and maintain information-capturing web forms and databases.
- Track traffic statistics of all web sites and microsites for internal report analyses.
- Monitor results of station initiatives and programs (click-thru, avg. TSB, traffic analyses), frequently tracking for program adjustments as necessary.
- Assist in design and creation and oversee execution of station mobile applications.
- Provide training and technical support to company staff.
- Work effectively in time sensitive situations. Meet tight deadlines and coordinate multiple talks simultaneously.
- Take a leadership role in driving digital presence and vision.
- Occasional board operator duties.

**Requirements:**
- 1-2 years Web Development and Design experience
- Proficiency in web based applications and coding: Content Management Software (CMS) environment
- Adobe Creative Suite, HTML, CSS, RSS, JavaScript, and PHP
- Proficiency in Social media platforms
- Experience with shooting and editing videos
- Ability to work under pressure
- A team-oriented, positive attitude
- Be detail oriented, a problem solver, and maintain user-friendly webpages.
- Capable of utilizing all of the web’s media possibilities: Flash animation, Java applications, streaming and downloadable video and image files, streaming and downloadable audio, etc.
- Familiarity with studio board operation.

*To be considered for this position, please apply online at [www.entercom.com](http://www.entercom.com) and click on “Careers”.*
KMBZ Morning Show Producer

One of the top newsrooms in the country, KMBZ in Kansas City, has an opening for a Morning Show Producer. This is a unique opportunity for someone with great writing skills, an appetite for everything news, and desire to create exclusive content each and every day.

Candidates need to have a news background, and a good understanding of news-wheel operations. Reporting experience would be very good as well.

Kansas City's Morning News and KMBZ are committed to finding the right person to fill this position. If you have what it takes, send a resume, along with anything else that will make you shine to KMBZJobs@gmail.com.

KMBZ and Entercom Kansas City are an Equal Opportunity Employer

To be considered for this position, please apply online at www.entercom.com and click on “Careers”.
ACCOUNT EXECUTIVE KCSP / KMBZ / KQRC / KRBZ / KZPT / WDAF

Are you an experienced media salesperson who would like to work for a media company that rewards people who work hard and excel in their craft? Why would you want to leave your current job where you are successful to come work with us? Because you can be even more successful and work for a company who can offer you opportunities that other media companies can’t.

Entercom Kansas City has extensive assets and resources unrivaled by any other media company in our market...like digital advertising opportunities available to you to use in marketing your clients’ business and SEO/SEM marketing capabilities that provide a well-rounded media strategy. You won’t be selling just radio spots; you can put together multi-platform media campaigns. Think of the advertising solutions you would have to offer your clients! You’ll be able to set yourself apart from all of your competitors.

As an Account Executive with Entercom you will have the autonomy to release your talent with the tools and infrastructure to do it. We invest in research, CRM, Media Monitors, Scarborough, X-Ray, a fully staffed local Promotions Department and Digital Graphics. We believe in and support our salespeople with an open door management style and ownership that values you and the strengths you bring as a salesperson and marketing consultant. While other media companies have cut assets, rewards and support staff to the bone, we invest in our resources, our talent and our future.

Major Responsibilities of this Position:

- Strategic targeting of clients & developing strong relationships to ensure success and repeat business
- Maintaining regular customer contact through efficient time management skills, including setting face to face appointments, thoroughly analyzing customer needs, and creatively designing marketing programs
- Closing business and executing the client campaign as agreed upon
- Coordinating all aspects of a campaign including copy, ad production, billing, collections, promotions and events
- Attend sales meetings, station events and training programs as required

Experience:

- At least 2 years proven success as a media salesperson with a proven track record for New Business Development and Key Account growth
- Experience in selling events and digital assets
- An understanding of marketing principles and a creative mind to put together unique ideas for our clients
- Computer literacy and proficiency in MS Office Products, Tapscan and sales support software
- Excellent listening skills and strong curiosity to learn about your clients’ businesses
- Problem solving ability – you see a problem as an opportunity to develop business

To be considered for this position, please apply online at www.entercom.com and click on “Careers”.
Digital Marketing Consultant/SmartReach Digital

Company Profile:

SmartReach Digital, a division of Entercom Communications, offers fully integrated digital marketing strategies to help local and regional businesses aggressively compete across the web to reach and convert more customers. Our digital products and solutions are tailored to meet our clients’ needs and, are guaranteed to ATTRACT, ACTIVATE, and ENGAGE customers!

Qualifications:

Candidates must be self-motivated, fearless, creative, problem solvers, tenacious, and money driven. We’re looking for individuals with the personality, drive and desire for sales. Previous digital sales experience is not required, but a plus. SmartReach Digital offers the latest tools, technology, and a knowledgeable management support team to be successful. Initially, this position will be exclusively focused on the generation of new sales. This individual will work with the Digital Sales Manager to establish plans and strategies to achieve objectives.

Responsibilities:

- Establish, develop and manage a prospect list that reflects the segmentation strategies established by the company (segmentation strategy will be provided)
- Spend at least 90% of time prospecting leads or presenting to clients
- Consults local and regional businesses to understand their needs and aspirations so that tailored solutions can be designed, implemented, and executed
- Execute a business plan and sales strategy, established with the Digital Sales Manager, that ensures attainment of digital revenue goals
- Provide feedback to the internal Digital Agency regarding opportunities to improve the overall product offering and general positioning of the company’s product suite
- On-going consultation with sold clients regarding the performance of their purchased campaigns
- Maintain contact with advertisers to ensure high levels of client satisfaction
- Adhere to all company policies, procedures and business ethics codes

To apply for this position, please visit www.entercom.com and click on careers. This position is listed under SmartReach Digital.
KMBZ Weekend Anchor/Reporter – Part Time
The KMBZ Newsroom has an immediate opening for a part-time weekend reporter/anchor for its top rated News/Talk station. Two or more years on-air experience as a reporter required, and a degree in Journalism is preferred. Please include writing samples and audio of your work. You must live in the Kansas City metro area.

To be considered for this position, please apply online at www.entercom.com and click on “Careers”.

KMBZ Anchor/Reporter – Full Time
The KMBZ Newsroom has an immediate opening for a full-time reporter/anchor for its top rated News/Talk station. This is not a beginner’s position. 2+ years of on air experience as a reporter is necessary, degree in Journalism is preferred. Please include writing samples and audio of your work. You must live in the Kansas City metro area.

To be considered for this position, please apply online at www.entercom.com and click on “Careers”.
**BOARD OPERATORS/PRODUCERS**

Experience operating radio broadcasting console preferred, as well as knowledge of modern radio station practices and FCC broadcast regulations. Responsibilities may include, but not limited to, maintain program/commercial log, scheduling recordings, working with show hosts, and handling listener calls. Requires availability on evenings and weekends.

*To be considered for this position, please apply online at [www.entercom.com](http://www.entercom.com) and click on “Careers”.*

---

**ON-AIR PERSONALITIES**

Entercom is looking for experienced On-Air Personalities. Must have experience in the format (Active Rock, Sports Talk or News Talk formats) and passion for the brand. May include host duties, news, reporting or producing responsibilities as well. Both full-time and part-time positions available. Please submit MP3 with your cover letter, resume and application.

*To be considered for this position, please apply online at [www.entercom.com](http://www.entercom.com) and click on “Careers”.***

***NOTE: if your mp3 is larger than 4MB you won’t be able to submit it – in that case you may send it to kcrecruitment@entercom.com***
To be considered for any of the positions below, please apply online at www.entercom.com and click on “Careers”

Current Openings as of 10/07/14

ENTERCOM KANSAS CITY IS ALWAYS LOOKING FOR QUALIFIED CANDIDATES FOR THE FOLLOWING UNPAID INTERNSHIPS:

Entercom Kansas City offers an opportunity for students to apply classroom theory to practical experience. Our internship program allows students to experience firsthand the reality of working in the radio broadcasting industry. Interns can test their creative talent, exercise their analytical skills and increase their understanding of broadcasting operations and trends. Internships are available year-round, and are 12-15 hours per week, with specific days and times agreed upon in advance. All interns must be enrolled in a College or University and receiving college credit. Students are expected to obtain and complete any forms necessary to receive credit for the internship experience. Entercom Kansas City will assist students with the completion of such forms and provide information concerning duties and responsibilities. Internships are available for KRBZ 96.5 The Buzz, KQRC 98.9 The Rock, NewsRadio 980 KMBZ, 610 Sports Radio KCSP, WDAF 106.5 WOLF, and KZPT 99.7 in the following departments: Promotions, Programming, Production, Sales, Business Office & Web Development. INTERNS ARE NON-PAID POSITIONS.

To be considered for these internships, please apply online at www.entercom.com and click on “Careers”.