



## Job Posting – Digital Director

**POSITION:** Digital Director – Promotions Department

**LOCATION:** Cumulus Media, 2300 Vartan Way, Harrisburg, PA 17110

**JOB SUMMARY:** The Digital Director supports the efforts of the Sales Department, Business Department and Programming Department. Key Responsibilities include, but are not limited to:

- Update and Manage Station Websites using the WordPress Platform
- Design and upload Digital Display advertising for clients
- Design Digital Advertising for Cumulus C-Suite clients
- Design and send out Email Blasts to Station Subscribers
- Design web banners and pages for upcoming promotions on Station Websites
- Create and schedule online contests on Station Websites
- Update Social Media pages for the stations (Facebook, Twitter, Instagram)
- Design Printed Collateral (Mailers, Posters, Signs)
- Managing Contest Rules for Station Contests, conducting online contests and coordinating prize fulfillment with winners
- Coordinate the stations' involvement in Cumulus National promotions
- Coordinate and execute all station contests from setup, contacting winners, and distributing prizes
- Update and maintain Station Community and Concert Calendars
- Schedule Digital Streaming Pre-roll ads
- Monthly social media reports
- Digital analytics regarding station sales projects (as needed)
- Upload and maintain videos to Cumulus YouTube page

**SKILLS & REQUIREMENTS:** The successful candidate will possess strong computer skills, work ethic, attention to detail, strong organizations skills, excellent communication skills, a demonstrated ability to work under deadlines with minimal supervision and a friendly and helpful attitude are essential. Strong analytical skills, professional demeanor and proven ability to multi-task. Must be proficient in Adobe Programs including Photoshop, Illustrator and InDesign. Must have experience with WordPress and Google Analytics. Must be proficient in Microsoft Suite including Excel, Power Point and Word. Will be expected to become proficient in company software programs needed in order to fulfill responsibilities.

**WHAT WE OFFER:**

- Competitive pay with professional growth and career path
- Focused, responsible and collaborative work environment with the ability, to ask “what if” and try innovative solutions
- Medical, Dental & Vision Insurance coverage
- 401k and Health Saving Account (HSA)
- Paid Vacation & Holidays

For immediate consideration, please visit <https://cumulusmedia.jobs.net/>. For more information about CUMULUS MEDIA, visit our website at: <https://www.cumulusmedia.com/>. CUMULUS MEDIA is proud to be an Equal Opportunity Employer (EOE).

**POSTING DATES:** 11/05/20 until filled