

KTVF/KXDF/KFXF has an opening for the following position:

## Promotions/Digital Marketing Manager

### Gray Television

Gray Television supports local community interests by providing quality television broadcasting and exceptional service in each market we serve. We own and operate leading media outlets in over 50 markets throughout the country – all delivering the news, weather, sports and entertainment that millions of our neighbors count on every day. We are an unmatched broadcast pioneer that keeps getting bigger and better.

#### About KTVF:

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KTVF/KXDF/KFXF are the NBC, CBS and MyNetwork affiliated stations serving the interior of Alaska with award winning local news, great entertainment and public service to the Fairbanks community. KTVF and KXDF, our news producing stations, have been the launching point for many journalists and producers who have moved up in the ranks and are now successfully filling key roles in stations throughout the country.

Fairbanks, the gateway to the arctic, is a destination full of adventure. You can enjoy all four seasons from 85-degree summers with midnight sun to a winter full of snow, mushing and the aurora borealis. The people of Fairbanks are friendly, hardworking and are very welcoming.

#### **Job Summary:**

Website and Social Media Management for News, Sales and Promotions departments.  
Event Coordination.

#### **Duties:**

- Manage content for both website(s) and social media.
- Promote news content through website and social media
- Proofread web content and social media posts
- Monitor public comments and messaging
- Coordinate sales and promotional content for both web and social media with GDM to include content as well as ad production.
- Serve on events planning committee.
- News story publishing to include video and print.

#### **Qualifications:**

Must be a highly proficient marketing professional with a good understanding of various web platforms, editing software(s) and automation systems. Must be able to meet with account executives, clients and producers and fulfill desired tasks. Must be able to take direction and

work independently with multiple projects simultaneously. Marketing degree is preferred. Must be 18 or over, have a good driving record and be drug free.

**Compensation:** \$15.00 - \$19.00 per hour to start, DOE

To apply, please go to: <https://gray.tv/applynow>

#### Additional Info

Gray Television provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Gray Television complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Gray Television expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Gray Television's employees to perform their job duties may result in discipline up to and including discharge.