



Mgr, Media Marketing

KTVA CBS 11 / Denali Media

Denali Media's Media Marketing Manager will be responsible for the development, planning and execution in all aspects of marketing within a news media environment. Operating under the Denali Media station brand building strategies (on-air, on-line, social, mobile) to grow audience and build revenue. Working in a team environment developing campaigns and promotional material and create advertising content for Denali Media properties associated group web properties and future television broadcast properties; to lead the way into the future pushing the boundaries of a station's audience, revenue and brand potential. Will have a key role in the integrated marketing planning and budgeting process for all media outlets including linear, social media, digital and new business.

Essential Duties of the **Media Marketing Manager**:

Strategic Development:

- Develop strategic media advertising and marketing plans attaining milestones; prioritize key messages, identify ways to improve and translate programming/outreach concepts into integrated multimedia-platform media campaigns.
- Develop and execute strategic plans to cultivate new advertiser relationships and support existing advertiser relationships.
- Based on sound strategy, campaigns must clearly and creatively achieve targeted goals and reinforce the value of the stations brand. Concepts must work in all media platforms to include TV, social, digital and mobile.
- Administer established policies, procedures, industry best practices.
- Coordinate and facilitate budgeting guidelines

Marketing Development

- Work closely with teams to conceptualize and execute the creation of compelling branded news, entertainment and commercial campaigns and execute all visual elements when needed.
- Develop and implement audience development strategies by applying available research insights to relevant marketing activations, including creating (where appropriate) content partnerships.
- Work with local research teams, contracted advertising agency resources and/or other vendors to garner audience insights and translate those into effective, measurable marketing strategies

Knowledge, Skills and Ability:

- Financial skills Ability to develop and maintain detailed operating budgets. Familiar with reporting and tracking tools necessary to assure budget guidelines meet expectations.
- Analytical skills Demonstrated ability to analyze complex challenging problems and situations leading to optimal solutions.
- Organizational skills Ability to develop the team necessary to meet the business strategy and to communicate and interact with other business units within the company, vendors, and outside sources.
- Communications skills Excellent verbal and written communication required. Must be able to articulate information in presentation format in front of internal and external customers and to all levels of audiences.
- Demonstrated proven track record of developing and producing revenue driving client campaigns.
- Ability to work with a sense of urgency within a deadline oriented fast paced environment, ability to manage multiple projects and priorities at once.

- Experience in marketing content on both linear and non-linear platforms including utilizing and optimizing display marketing campaigns; search (SEO and SEM), retargeting, social media, mobile marketing, etc.
- Ability to use design tools, equipment and computer programs to execute electronic design work
- Participate in editing and post-production sessions to ensure that graphic design is properly placed and executed.
- Comfortable working non-traditional hours to compete in breaking news situations.
- Manage promotional requests with the Programming and Sales Departments
- Create revenue-generating ideas and maintain an awareness of promotional opportunities in the market.
- Manage prizes and contests.
- Work directly with advertising agency on all marketing and advertising opportunities
- Recommend design tools for generating and executing design work
- Ability to write clear, conversational and compelling promotional copy
- Ability to work with limited supervision
- Ability to use social media outlets for story promotion and public interaction.
- Attention to detail
- Must be technically astute, highly organized and consistently meet tight deadlines

Minimum Qualifications:

- Must have a minimum of six years in marketing, advertising, sales, combined, or similar environment to include:
 - Experience developing campaigns and media advertising;
 - Experience with business to business and/or vendor relationships.
 - Media advertising Industry experience preferred.
- High School diploma or equivalent required. Bachelor's degree in marketing, advertising, business administration or related field required. Or, in addition to minimum experience required; a combination of relevant work experience and/or education enough to perform the duties of the job may substitute to meet the total years required on a year-for-year basis.
- Certifications: Industry specific certifications highly valued and may contribute toward education requirement.

Physical Requirements: Physical effort may include stooping, kneeling, touching, feeling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, and repetitive motions. Clarity of vision to see near, mid-range, and color. Ability to lift and carry up to 25 lbs.

Working Conditions: Work is performed in an office environment. Position is fast-paced and subject to rapidly changing priorities, multiple deadlines and some stressful customer interactions. Travel to company markets. Also, the ability to work high profile events.

The company and its subsidiaries operate in a 24/7 environment providing critical services to Alaskans and may need to respond to public health and safety matters or other business emergencies. Due to business needs employees may be contacted outside of the normal business hours to respond to the immediate emergency. As such, you will be required to provide emergency after hours contact numbers, to include your home and cell phone numbers if you have those services.

Driving Requirements (if applicable): Position requires occasional travel to other Company locations. Must possess and maintain a valid driver's license, proof of insurance and a satisfactory driving record.

EEO: We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or another characteristic protected by law.

Please apply at: <http://www.gci.com/about/careers> Job #20000118