

Lakeland Broadcasting

connecting people



About Lakeland Broadcasting Lakeland Broadcasting Company has always been committed to serving our community. We strive to create and deliver programming that attracts the dominant share of the local audience, provides marketing services, connects people, and serves our community. All while operating on a base of our core values: Integrity, Customer Focus, Excellence, Community, and Respect. We currently have seven brands and help hundreds of local and national brands with unmatched marketing solutions. Our brands include; 102.5 Q102, 100.1 Big Country, 106.5 The Train, News Talk 1340 and 96.3 FM KWLM, Big Deals Willmar online store, Lakeland Digital Group, and The Home and Outdoor Living Expo.

We are currently looking for a **Marketing Specialist** who can design, create, and oversee multiple marketing campaigns. As a Marketing Specialist at Lakeland Broadcasting, you'll get to work with our on-air and sales team to help improve brand awareness for our clients and achieve our business goals. If you are looking for an exciting career where you can make a difference for our team and clients, this may be a good fit for you.

What You'll Do

- Collaborate with our sales team to create and deliver effective marketing programs and campaigns for our clients
- Design various presentations for our sales team
- Act as the communication nerve center for multiple marketing projects, ensuring timely and consistent execution
- You will be designing and creating marketing campaigns to enhance our brands that include on-air, social media, website, Big Deals platform, and events
- Collaborate with our sales team to help ideate, position, and package best in-house integrated solutions (LBC web assets, Upland products & Big Deals) by hosting quarterly meetings with Sales Manager and Sales Team
- You will be the Big Deals Store Manager including executing various marketing campaigns, designing online profiles for our clients, and adjusting inventory to achieve sales goals
- Design and build engaging Upland registrations/quizzes/contests to build brand awareness for our clients
- Team Lead for LBC Events and Expos including coordinating all aspects needed to execute a successful expo and event

Qualifications

- Ability to foster strong professional relationships and thrive on collaboration with cross-functional groups
- Strong understanding of current B2B marketing concepts, strategies, and best practices
- Excellent verbal and written communication skills, as well as an innate ability to listen
- A team-first mentality - you thrive in collaborative environments
- Hands-on attitude, with the ability to multitask, prioritize, and manage aggressive deadlines in a fast-paced environment
- Detail-oriented and organized self-starter with strong execution, project management, problem-solving, and follow-up skills

Job Type: Full-time, 40 hours per week

Pay: Hourly plus bonus opportunity

Benefits:

- Health and Dental Insurance for you and your family
- Paid Time Off
- 401K with company contribution

Experience:

- Social Media marketing: 2-3 years preferred
- Writing Skills: 2-3 years preferred
- B2B and/or B2C marketing: 2-3 years preferred
- Digital marketing: 1-2 years preferred

Education:

- Marketing Degree preferred

Work Location: Hybrid

To apply please send a cover letter and resume to:

ATTN HR
Lakeland Broadcasting Company
P.O. Box 838
Willmar, MN 56201

or send via email to HR at hr@willmarradio.com. Lakeland Broadcasting is an Equal Opportunity Employer. Close date 08/23/22