

Director of Marketing & Promotions

Draper Media [Salisbury, MD](#)

Draper Media has an immediate opening for a Director of Marketing and Promotions to promote our family of television stations, radio stations and digital properties in the Delmarva community. We're a family-owned media company based on the beautiful Delmarva peninsula, between the Chesapeake Bay and the Atlantic Ocean. The successful candidate will build and guide the brand for the company, its media properties and its charitable foundation. The successful candidate will demonstrate creative marketing, internal and external communication development and delivery, and will represent the company in the community.

What You'll Be Doing

- Driving an increase in audience by promoting Draper Media's various media and digital outlets to Delmarva and surrounding areas
- Driving audience engagement, advertiser engagement and revenue growth
- Identifying opportunities to promote Draper Media through media campaigns, events and community involvement
- Developing effective messaging and communications strategies, both external and internal
- Creating promotional and informative company materials across all forms of media including press releases, digital campaigns, print materials, social media and audio/video
- Developing relationships with local area organizations
- Planning company events

What You Will Need To Succeed

- Excellent communication skills, both written and verbal
- Innovation and creativity to create marketing and brand strategies

- Ability to create exciting and interesting content
- Proficiency with multiple modes of communication including social media
- Confidence to deliver messages both in-person and across various platforms
- Bachelor's degree in business, marketing, communications, journalism or related field required
- 5 to 8 years experience gained through increasingly responsible positions in a Sales and Marketing or Communications function
- Specific experience in media preferred, but not required

Please apply online at:

DraperMediajobs.com

Or

WBOC

Attn: Human Resources

1729 N. Salisbury Blvd.

Salisbury, Maryland 21801

We are an "Equal Opportunity Employer"

The company does not discriminate in its employment decisions on the basis of race, sex, sexual orientation, transgender status, gender, color, religion, age, genetic information, medical condition, disability, marital status, citizenship or national origin, and military membership or veteran status, or on any other basis which would be in violation of any applicable federal, state or local law.

Position Information

Title: Director of Marketing & Promotions

Status: Full-Time Salaried

Pay Range: \$90,000 - \$110,000

Benefits:	Health Coverage	Dental Coverage <i>(Single/Family)</i>
	Vision Coverage	Disability Coverage <i>(Single)</i>
	Voluntary Benefits	401(k) Retirement Plan
	Paid Time Off	Paid Holidays <i>(9 days/year)</i>