



**Open Position: Marketing Consultant**

**Contact: Bob Breck at [bob@bmgwyoming.com](mailto:bob@bmgwyoming.com) or (307) 232-2155**

The Breck Media Group (BMG), Casper's locally owned and operated media company is bursting at the seams and adding a Marketing Consultant to our broadcast and digital marketing team. BMG operates a clean, state of the art facility that includes three popular FM radio stations, 100.5 KTED, KOOL 105 (KZQL) and MAX 92.5 (KMXW), Breck Media Group Digital Marketing, three commercial radio station websites, mobile streaming apps and social media networks.

Our combination of radio and digital marketing has proven to be the most effective and efficient combination of traditional and direct mediums to create Top of Mind Awareness and drive profits for local businesses.

BMG employees work in the friendly, family atmosphere of a Wyoming owned business with cutting edge technology. We've got all the tools to give local businesses and community organizations maximum visibility and success without the drawbacks of a large corporation.

More information on our company, radio stations and digital assets is available at [www.breckmediagroup.com](http://www.breckmediagroup.com).

The Breck Media Group is an Equal Opportunity Employer.

#### **Personal Attributes:**

- Must be energetic with a desire to succeed
- Great communication and people skills
- A belief that excellent customer service is the key to success
- Strong computer skills and knowledge of common software programs
- Ability to learn broadcast industry related programs and systems
- Highly organized with good presentation skills
- Professional appearance adapted to community served
- Must have a valid Driver's License, good driving record and reliable vehicle
- Broadcast or digital marketing experience is helpful but not necessary

#### **Responsibilities:**

- Create and maintain an account list
- Make face to face outside marketing visits to local businesses
- Consult businesses on their marketing plan and make recommendations to build business using Breck Media Group Radio Stations, Digital Marketing Programs, Station Web Sites, Mobile Apps and Social Networks.
- Create written presentations for local businesses
- Create successful marketing campaigns for local businesses
- Participate in station promotional activities
- Adhere to company policies
- Achieve agreed upon levels of activity and budget goals

#### **Compensation & Benefits:**

- Salary plus commission. Salary is negotiable and based on experience and personal needs
- Generous holiday and vacation time allowance
- Marketing materials, programs and laptop provided
- Payment of community and business organization participation dues and fees
- On running broadcast and digital training
- Promotional perks such as meals, event tickets and merchandise as available
- Yearend bonus based on company performance