



**Open Position: Radio/Digital Marketing Consultant** Contact: Bob Breck at [bob@bmgwyoming.com](mailto:bob@bmgwyoming.com) or (307) 232-2155

Doesn't happen often but The Breck Media Group (BMG), Wyoming's locally owned and operated media company is adding to our team in both Casper and Gillette. BMG operates three popular FM radio stations in Casper, 100.5 KTED, KOOL 105 (KZQL) and MAX 92.5 (KMXW). We also operate a monster station covering NE Wyoming from Gillette to Spearfish, 104.5 BOB FM (KWBB). All stations have popular websites and mobile apps. Breck Media Group Digital offers a full menu of digital services including SEO, Display, Text, You Tube Video, Social and more. Everyone at BMG can sell everything or just one thing. If you're comfortable with just radio or just digital, we'll build the position around your skills.

Our combination of marketing tools is extremely effective for local businesses and we make it easy to sell.

BMG employees work in the friendly, family atmosphere of a Wyoming owned business with cutting edge technology. We've got everything businesses and community organizations need for 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.

**There's a lot of detail listed below defining the perfect candidate for any sales job. Nobody is perfect so don't let it scare you. If you're good to work with, like to learn new things, work hard and want your income to grow as you put in the effort, please give us a call.**

**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