



Stingray Radio – Calgary, Alberta Promotions Coordinator

Nestled in the heart of Alberta, the City of Calgary pulses with energy, blending urban sophistication with a rich Western heritage. From its iconic Calgary Stampede to its thriving arts and culinary scene, the city captivates residents and visitors alike. As the Promotions Coordinator for Stingray Radio Calgary, you'll immerse yourself in this dynamic landscape, orchestrating campaigns and events that resonate with the city's diverse audience. In this role, you'll be the driving force behind memorable experiences, all while leading a passionate part-time promotions team. Your creativity will shape the station's future as you attend events, brainstorm innovative ideas, and craft compelling wrap reports that showcase the impact of your efforts. With an eye for detail you'll ensure that Stingray Radio shines bright in every setting, cementing our stations as a beloved fixture in Calgary's vibrant media landscape.

Responsibilities:

- Coordinate promotional, sales, and programming campaigns that captivate our audiences
- Track and maintain promotional prizes with finesse, ensuring smooth winner fulfillment
- Organize epic station events, from thrilling trips to exclusive grand prize giveaways
- Lead our energetic part-time promotions team
- Work with our part-time promotions team to maximize our on-site presence through banners, event signage, and more to ensure our brand shines bright in any setting.
- Keep a watchful eye on station vehicles, ensuring they're always in top-notch condition
- When necessary, be the face of our stations at on-site activations, including concerts, trade shows, live broadcasts, and community events, where you'll engage with fans and clients alike.
- Attend and participate in weekly meetings and brainstorming sessions, where your innovative ideas will help shape the future of our promotions.
- Create wrap reports for promotions, and campaigns, showcasing the impact of our efforts.
- Assist in crafting graphics for station and promotional initiatives that grab attention online.
- Assist in maintaining station websites and curate social media content within brand guidelines, ensuring our online presence is as vibrant as our on-air broadcasts.
- Take on other duties as assigned with enthusiasm and a can-do attitude, because no task is too big or too small for a promotions powerhouse like you.

Qualifications:

- Minimum 1 year of broadcast and/or radio promotions experience.
- Strong writing skills with a knack for presentations.
- Strong knowledge of Microsoft Office and its programs (Word, PowerPoint, Excel, Teams etc.)
- Self-motivated team player with a positive attitude and a passion for success.
- Excellent attention to detail, ensuring nothing slips through the cracks.
- Strong problem-solving skills to tackle any challenge that comes your way.
- Excellent time management skills, thriving under pressure to meet strict deadlines.
- Strong creative skills to bring innovative ideas to life.
- Ability to lead and inspire our part-time promotions team to greatness.



- Must have a flexible schedule and be available on weekends. Recognize that radio is a 24/7 medium, embracing the non-traditional schedule
- Possess a valid Alberta driver's license with a clean driver's abstract.

If YOU are the LIFE OF THE PARTY, then do the following:

- Tell me what else you're passionate about. Do you love production, promotions, music, etc.
- Send your resume with references.

If you are looking for an exceptional workplace and have what it takes to fill this position:

1. Complete the following Employment Equity Self-Identification Form:
<https://forms.office.com/r/BkkZVEeMAS>
2. And then send us your resume to tmitchell@stingray.com

Submissions deadline: Sunday, May 5, 2024

Stingray Radio supports the principles of Employment Equity is committed to ensuring our workforce is representative of the communities we serve. Women, Indigenous peoples, persons with disabilities and members of racialized groups are encouraged to apply and to self-identify so we can work towards full representation of those groups within our company.

Stingray Radio requires all applicants to be legally eligible to work in Canada without sponsorship.

Not the job for you? Check out our Careers page to consult other available positions and learn more about Stingray. We're always on the lookout for new talent.