

Gospel Outreach

Job Description

Radio Marketer

Reports to: Director of Marketing

Summary: Gospel Outreach's Radio Marketer creates 15-60 second spots about Gospel Outreach—its mission and its events/activities—and submits the spots to Adventist radio stations across the United States.

Duties and Responsibilities:

- Conduct research to get a list of Adventist radio stations.
- Collaborate with the marketing and fundraising directors to create a plan (what type of spots to create, and a calendar indicating which radio stations to submit the spots to).
- Create clear, focused, compelling spots (or work with radio stations to develop spots).
- Forward the draft spots to OFFCO and the marketing and fundraising directors for input and approval.
- Submit the spots to the radio stations, according to the plan created in bullet #2.

Essential Knowledge, Skills, and Abilities:

- A passion for the mission of Gospel Outreach
- Self-motivation and follow-through.
- Previous background in radio.
- Creativity and vision.
- A clear, commanding voice.

Schedule: Flexible