



Open Position: Marketing Consultant

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

The Breck Media Group (BMG), Casper's rapidly growing locally owned and operated media company, is looking to add 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), the 8Keys Digital Marketing Program, 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 new mediums creating Top of Mind Awareness to attract new customers and location and search marketing to attract customers looking for specific products and services.

BMG combines the friendly, family atmosphere of a locally owned business with cutting edge technology giving local business and community organizations maximum visibility and success. Our plan is to grow in Casper and into other markets creating career growth opportunities for our employees.

More information on our company, radio stations and digital assets is available at www.casperadvertising.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:

- Take over and maintain current 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 based on experience and personal needs
- Blue Cross/Blue Shield Gold medical insurance available with majority of employee premium paid by BMG
- Generous holiday and vacation time allowance
- Payment of community and business organization participation dues and fees
- On running state of the art broadcast and digital training
- Promotional perks such as meals, event tickets and merchandise as available
- Year end bonus based on company performance