



## Job Posting

### **INTEGRATED MARKETING MANAGER**

#### **POSITION SUMMARY:**

The primary responsibility of our Integrated Marketing Manager is to develop new advertising partners and maintain existing advertisers through prospecting and great client service.

#### **BEHAVIORAL PROFILE:**

Ideal candidates will excel at presenting conceptual marketing plans to local, direct decision makers. Candidates will have excellent prospecting skills, enjoy relationship building and be superb problem-solvers. We are looking for someone who is creative, tenacious, ethical and motivated to get results that will help our local businesses grow their businesses, understands marketing, media and metrics.

#### **PERFORMANCE OBJECTIVES:**

- **Develops and maintains relationships.** Builds and maintains relationships with other individuals or organizations to help achieve business goals.
- **Demonstrate flexibility/resilience.** Adapt to and work effectively with a variety of situations, individuals, or groups. Adapt approaches as the requirements of a situation change. Manage pressure effectively and cope well with setbacks.
- **Builds rapport.** Easily establishes rapport and shares personal information to create common ground.
- **Strives for results.** Drives for results and focuses on improving performance outcomes.
- **Strives for success.** Gains internal satisfaction from accomplishing personal and business objectives.
- **Exudes confidence.** Projects an appropriate degree of self-confidence and personal capability to accomplish a task.
- **Gains buy-in.** Explores alternatives and positions to reach outcomes that gain support from all parties.
- **Demonstrates curiosity.** Has an underlying curiosity and desire to know more, taking the initiative to learn new information.
- **Communicate articulately.** Speak clearly and concisely, and demonstrate skill in using expressiveness to convey important points in verbal communication with everyone associated with Riviera Broadcasting.
- **Builds customer loyalty.** Focuses efforts on discovering and meeting customer needs and expectations.

#### **QUALIFICATIONS:**

- College degree preferred
- Must be proficient in Microsoft Windows, Outlook, Word, Excel, and Power Point, Nielsen/Tapscan & Scarborough
- Minimum (2) years of media & radio
- New business development experience preferred.
- Experience utilizing CRM systems, quantitative and qualitative research resource tools preferred.

#### **APPLICATIONS:**

[Click here](#) to apply or you can apply online through any of our station websites listed below or by mail.  
[www.hot975phoenix.com](http://www.hot975phoenix.com) , [www.power983.com](http://www.power983.com), [www.951thewowfactor.com](http://www.951thewowfactor.com)

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