

CORNERSTONE TELEVISION NETWORK, INC.
JOB DESCRIPTION
MARKETING/PROMOTION ASSOCIATE
MAY 2017

OBJECTIVE: To assist the Marketing/Promotional Manager in all areas of Marketing including public relations, advertising, audience research, digital, print and broadcast promotions and marketing.

REPORTS TO: Marketing/Promotional Manager

QUALIFICATIONS: Degree in Communications, Marketing, or business required or two or more years of professional experience. To work in this area, one would need to be skilled in written and interpersonal communication and presentation; proficient in word-processing and spreadsheet computer skills; possess strong organizational, creativity, research skills, strict deadlines and multi-task capabilities. Must be a committed Christian who demonstrates a personal relationship with Jesus Christ.

DUTIES & RESPONSIBILITIES:

- Work with Marketing/Promotional Manager in strategizing concepts and themes for promotion.
- Work with Marketing/Promotional Manager in all aspects of multi media management process for campaigns.
- Work with Marketing/Promotional Manager in developing print brochures, media kits, DVD's & other materials that reinforce Cornerstone Network's brand.
- Compile cultural research data that will bring understanding to help Cornerstone Network communicate most effectively to its audience and produce culturally relevant content.
- Assist in coordinating Focus Groups and Surveys.
- Assist in the distribution and tabulation of surveys for Cornerstone Network.
- Research and compile marketing results into various report formats.
- Assist in developing promotional materials and theme concepts.
- Coordinate booth elements with vendors and oversee booth set-up and teardown.
- Possible overnight or extended business travel.
- Assist in keeping abreast of events happening in the community and explore options for Cornerstone Network event sponsorships.
- Assist in developing social media, print and on-air promotional concepts and contests via Real Life as a vehicle to draw and connect viewers to Cornerstone Network.

GENERAL:

The Marketing & Promotional Associate is a full time salary position. Will be scheduled to work for Cornerstone Network's Family Time. Other projects and duties may be assigned as needed by Cornerstone Network leadership.