



SPONSORSHIP AND COMMUNITY EVENTS COORDINATOR

KAKE, the ABC affiliate serving Wichita and the majority of Kansas, seeks an energetic, detail-oriented individual to lead our community outreach and event sponsorship efforts. Participation in community events is a priority for the station, as they provide our talent the ability to interact with fans and viewers on a personal level in support of the communities we serve.

Duties & Responsibilities:

- Responsible for all aspects of Sponsorship and Event Revenue generation, execution, proof of performance and revenue tracking
- Generate revenue through individual sponsorship and event participation sales to local Kansas businesses within our viewing area
- Accurately report monthly sales on books and projected pending amounts each week to GSM
- Provide a recap of all sponsorships and events to sponsors and management
- Create PowerPoint presentations for each sponsorship opportunity
- Keep an annual calendar of events that KAKE is involved in
- Work with News and Promotion departments to ensure successful execution of all station promotions
- Develop official contest rules and communicate relevant details with News staff for contests and giveaways promoted inside newscasts
- Schedule and execute e-mail blasts, Facebook and other social media posts related to community events and sponsorships
- Maintain the special sales sections/pages of KAKE.com ensuring they are current and continuously updated with the latest on-air segments etc.
- Will serve as backup for entering traffic copy and sales orders, and will help cover the front desk for breaks.

Qualifications:

- Prior experience in sponsorship sales or fundraising
- Prior experience creating, planning, and executing community events and fundraisers
- Expert-level proficiency with PowerPoint
- Self-directing, self-motivating, with the ability to strategically plan
- Enjoy working in a fast paced, results-driven environment
- Optimistic, competitive spirit and desire to give back to the community
- Ability to lift at least 25 pounds
- Must have good driving record and reliable transportation as this position requires occasional travel
- College degree preferred

Interested candidates can apply to:

Lori Johnson, Business/HR Manager

KAKE

1500 N. West Street

Wichita, KS 67203

ljohnson@kake.com

No phone calls please

Lockwood Broadcast Group and KAKE provides equal employment opportunities to all employees and applicants for employment. Pre-employment drug test is required as well as a background screen as allowed by federal, state, and local laws and regulations.