

Farm Broadcaster / Brand Manager - *Pacific Northwest Ag Network*

Are you a visionary leader with a history of building high performing teams and brands? Do you have a strong skillset and affinity for digital content distribution? If so, we'd like to talk to you.

We're searching for someone with strong character, ambition, experience, success, and heart to help maximize the performance of our team's talent, grow our audience size (on-air and online), and help generate revenue via programs, features, promotions, endorsements, our digital platforms, and events.

This leader will report to our Director of Content, have brand ownership of 1 station, perform an interactive and entertaining daily radio show, and write and publish at least two original articles for each weekday air shift onto the station website.

This is not a remote position. If you're interested, please share an achievement-oriented resume filled with accomplishments and quantifiable ratings and digital success, a link to your show audio (SoundCloud/drop box/etc.), and examples of your digital skills (including writing and video).

Responsibilities:

- Oversee all broadcast content creation for the Pacific Northwest Ag Network Including but not limited to:
 - 5 AM hour-long show M-F - NW AG Today
 - Four 3-minute short form Ag Reports per day M-F.
 - 3-minute "Tip of the Day" segments - 1 per day M-F.
 - 10-minute "Power Segment" - 1 per day M-F.
- Put all relevant stories into written and podcast form and added to the PNW Ag Website and social media in a timely manner.
- Oversee distribution of all broadcast content across PNW Ag Network delivery technology to affiliates including the addition of embedded network advertising commercials and PSAs.
- Coordinate with content contributors from Townsquare O&O properties and outside contributors to collect and generate stories and interviews for the PNW Ag Network broadcasts.
- Maintain relationships with Ag commodity group leaders, university spokespeople/research leaders, political leaders, and leading farmers/ranchers for relevant and timely content contribution.
- Attend in-person Ag Shows, Conventions, Field Days, and Press Conferences when in the region and deemed relevant by management.
- Work closely with the Sales Team by attending sales calls, occasional sales meetings, Ag Shows and being generally available to strategize, create and present new and creative marketing solutions for potential advertisers.

- Assist in managing affiliate acquisition and relationship maintenance by offering custom voice work, promos, imaging, etc.
- Publish a minimum of 2 original local articles per day on the network website and mobile app and achieve monthly and quarterly LPV goals.
- Write assigned Facebook posts along with other social media platforms.

Qualifications

- Leadership
- 5 Years full-time radio experience
- Track record of quantifiable success
- Knowledge of all FCC rules and regulations
- Computer literacy in applicable programs and excellent verbal communication skills
- Public speaking skill and ability to interact with listeners and clients in a public setting
- Problem-solving ability and skill in prioritizing
- Ability to interact with management and staff at all levels and to multi-task and handle pressures and deadlines
- Skill in operation of control board, remote broadcasting, and other related production equipment
- High School Diploma
- Must possess valid state driver's license
- Physical Requirements
- May require lifting or moving up to 25 lbs.
- Able to sit for extended periods of time

Benefits

- 3 weeks of PTO (+ 9 paid holidays)
- Medical, Dental, and Vision Insurance
- 401(k) Retirement Plan
- Casual, high-energy work environment
- Opportunity for upward mobility
- Company provided laptop
- Competitive salary + bonus program
- Company discounts
- Pet Insurance
- Time off for volunteering
- And much more...

About Us

Townsquare is a community-focused digital media, digital marketing solutions and radio company focused outside the Top 50 markets in the U.S. Our assets include Townsquare Interactive, a digital marketing services subscription business providing web sites, search engine optimization, social platforms and online reputation management for approximately 21,900 SMBs; Townsquare IGNITE, a proprietary digital programmatic advertising technology with an in-house demand and data management platform; and Townsquare Media, our portfolio of 357 local terrestrial radio stations in 74 cities with corresponding local news and entertainment

websites and apps including legendary brands such as WYRK.com, WJON.com, and NJ101.5.com, along with a network of national music brands including XXLmag.com, TasteofCountry.com, UltimateClassicRock.com and Loudwire.com.

TOWNSQUARE MEDIA BROADCASTING, LLC MAINTAINS A DRUG-FREE WORKPLACE AND IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER. APPLICANTS MUST BE ELIGIBLE TO WORK IN THE U.S.

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#LI-SB1

In-Person interviews at NAFB in Kansas City 11/15 & 16 being scheduled now. Please email Kevin O'Rourke at kevin.orourke@townsquaremedia.com to schedule a time.