



## SERESTAR COMMUNICATIONS JOB POSTING FORM

**Date Posted:** 11/10/17  
**Location/Market:** Sacramento, CA  
**Station Call Letters:** KCSO-TV Telemundo 33  
**Media Type:** TV  
**Job Type:** Full time

**Job Title:** Promotion and Event Coordinator

Telemundo 33 Sacramento is looking for an upbeat, energetic, creative, organized individual to fill the role of Promotion and Event Coordinator for our Telemundo affiliate TV station. This person is responsible for planning, coordination and execution of on-air, on-site and digital promotions and events for our station, clients and partners. If you can juggle multiple projects at once while excelling at them all, we want to hear from you!

This position requires a high degree of organizational skills, attention to detail, time management and a positive, can-do spirit to find solutions when confronted with challenges. Must be able to collaborate with sales, news, programming and production. This position will report to the Broadcast and Digital Brand Manager.

Responsibilities include, but are not limited, to:

- Develop and execute promotional events and contests that enhance the station's image.
- Assist the sales department with client promotions from concept to implementation.
- Maintain contest databases.
- Develop strategic relationships with organizations and non-profits to benefit the station.
- Recruit, train and supervise promotions internship program.
- Organize and maintain promotional supplies.
- Provide continuous and compelling content for station social media outlets.
- Produce graphic designs for in-house promotional needs.
- Attend promotional events, including set up, hosting and breaking down of equipment, to interact with viewers. Serve as an ambassador for the station.
- Writing promotional copy; maximizing promotional material sent by the network.
- Insuring all contest rules are up to date and contests are in compliance with FCC guidelines.
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Requirements:

- Minimum of 2 year broadcast promotional experience. Television experience preferred.
- Must be able to read, write and speak Spanish fluently. Excellent verbal and written communication skills.
- Must have social media expertise in a business setting.
- Literacy with Adobe Photoshop and Microsoft Office Suite. Video production experience and video editing skills a plus.
- Ability to multi task and meet deadlines.
- Must be able to work some weekends and nights as needed.
- Must be able to lift 50 lbs. Must possess valid state drivers license.

Serestar Communications is an Equal Opportunity Employer. We encourage women and minorities to apply. Serestar Communications Corporation participates in the E-Verify system operated by the US Department of Homeland Security and the Social Security Administration and will use E-Verify to confirm work eligibility for all new hire employees.

Send cover letter and resume to: [palvarez@serestar.com](mailto:palvarez@serestar.com)