

Organization: WOMR – Lower Cape Communications, Inc.

In 1976, a small band of radio visionaries was inspired to create a community radio station in Provincetown. It took several years for them to realize their dream, but finally WOMR (OuterMost Community Radio) went on the air on March 21, 1982 with 1000 watts at a frequency of 91.9 FM. In November of 1995, WOMR moved to 92.1 FM in order to raise power to 6000 watts, thus reaching a much wider audience on Cape Cod and the South Shore. To improve our signal from Orleans to Hyannis, we have installed a second transmitter in Orleans, which broadcasts our signal at 91.3 FM.

Over the years, hundreds of people have contributed their time and talents to create WOMR's diverse and special programming. There are very few radio stations like it in the country. We are a non-profit organization, not affiliated with any educational institution, and derive our financial support from listeners, businesses, and grant-making organizations like the Massachusetts Cultural Council and the Corporation for Public Broadcasting. Involving the community in our programming is our mission and we invite everyone to become part of WOMR.

Mission statement

To operate a nonprofit, non-commercial community radio station on Cape Cod providing a media platform to present local, eclectic, entertaining, informative, and educational programming; and to encourage community participation in all aspects of the station.

Values statement

WOMR is built on a foundation of volunteerism, sustained by the financial support of our listeners and committed to the freedom of expression of our individual and collective voices. These values inspire all of our work.

Marketing and Outreach Associate

Position Summary

The Marketing and Development Associate will be responsible for the development and execution of marketing, public relations, and fundraising strategies for WOMR Community Radio. This position reports to the Executive Director and works collaboratively with the programming and station operations and volunteer teams. With the assistance of station volunteer committees, the Marketing and Development Associate will develop and promote all events produced and hosted by WOMR. Events may consist of seasonal or promotional events, events that benefit the business community, member networking events, or fundraising events. The successful candidate will be able to develop and implement a comprehensive marketing plan that is diverse and inclusive providing everyone with an opportunity to thrive and contribute.

Responsibilities:

● Marketing Communications

- Manage the station's social media accounts and create engaging content to increase engagement with the community.
- Write and distribute press releases to local media outlets to promote the station's programming and events.
- Create and distribute promotional materials, such as flyers, brochures, and newsletters with support from outside graphic artists.
- Work with the staff and Program Committee to develop audience and member surveys to evaluate feedback and inform programming decisions.
- Analyze marketing data to measure effectiveness of marketing campaigns and make recommendations for future campaigns.

● Community Outreach and Event Planning

- Develop and implement outreach programs that promote awareness of WOMR and increase greater community participation in all aspects of the station.
- Coordinate volunteer efforts and recruit new volunteers to assist with station events and outreach programs.
- Responsible for creating and maintaining the events calendar (on the station website and other websites)
- Responsible for supporting the WOMR signature events as well as member to member events.
- Represent the station at community events to promote the station and build relationships with listeners, potential donors, and community partners (including local businesses, organizations and community groups).

- And other duties as required by the Executive Director

Qualifications:

- Bachelor's degree in marketing, communications, or related field preferred.
- Minimum of two years' experience in marketing, public relations, or fundraising preferably in a non-profit or media setting.
- Excellent written and verbal communication skills.
- Strong organizational and project management skills, with the ability to manage multiple tasks and deadlines simultaneously.
- Proficient in Microsoft Office Suite, Adobe Creative Suite, and social media platforms.
- Familiarity with donor management databases and email marketing platforms.
- An Effective communicator who is personable and enthusiastic.
- Strong customer service skills to support cooperation and interaction at all levels of the organization.

Location:

Provincetown, MA

Time commitment:

- Negotiable

Other Requirements

Must be aware of the concept of community radio

Must be able to work evenings and weekends as needed

Please include a cover letter addressing the following questions:

- 1) Why are you interested in WOMR and the community/PR field of work?
- 2) How do your social media and technology experience relate to this role?