



Crawford Broadcasting Company Job Qualifications and Descriptions

Administrative:

Candidates must have the following qualifications:

- Proficient in Microsoft Word, Excel, and Outlook.
- Able to transcribe via Dictaphone.
- Able to type at a minimum of 40 wpm.
- Possess excellent written and verbal communication, and telephone skills.
- Able to maintain a calm, professional demeanor with a "make it work" attitude.
- Detail oriented and attentive with the ability to "switch gears" quickly, multi-task, and fill in where needed.
- Strong coordinating and scheduling skills.

Responsibilities include:

- Working with Human Resources.
- Scheduling

Programming:

Programming Administrator or Director

Candidates must have the following qualifications:

- Proficient in Microsoft Word, Excel, and Outlook.
- Familiar with Selector, NexGen, and Adobe Audition Editor.
- Possess excellent written and verbal communication skills.

Responsibilities include:

- Hiring, training, and scheduling of Board Operators.
- Ensures that all on air programming, including liners and promos, are updated and consistent.
- Will work with the General Manager to guide on air talent in executing Crawford Broadcasting's unique sales approach.
- Will fill in for vacationing or absent hosts or will be responsible for making such arrangements.
- Will work with commercial program accounts to ensure the success of their shows.
- Will work with the Music Director to ensure that the music enhances our targeted advertising and is properly loaded into the NexGen system.
- Will work with the web site developer to ensure that the content information is provided on a timely basis and is up-to-date.
- Will work with the Engineering department to ensure that the equipment is functioning properly and the studios are user friendly.
- Helps in promotion of the HD stations.



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On-Air Host

Candidates must have the following qualifications:

- Must feel a call to ministry with the ability to communicate spiritual truths in a dynamic way, resulting in indispensable Christian programming.
- Must be fully aware of and able to execute Crawford Broadcasting's unique sales principles for our advertising partners

Responsibilities include:

- Meet with prospective and existing clients on a regular basis.
- Be an integral part in the strategically planning of advertising campaigns.

Show Producer

Candidates must have the following qualifications:

- Must have a professional appearance and demeanor and be detail oriented.
- Possess excellent written and verbal communication, and telephone skills.
- Must possess excellent coordinating and scheduling skills.

Responsibilities include:

- Booking live program guests.
- Answer listener calls during the broadcast.
- Assist during live remove broadcasts.
- Stay abreast of current issues and events, particularly those with a Christian view.
- Assists the on air host with show preparations.
- Works with the host in brainstorming future segments and program content.



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Programming: (cont'd)

Board Operator

Candidates must have the following qualifications:

- Preferably has previous experience with NexGen and Abode Audition.
- Must be able to think quickly and possess good problem solving skills.
- Possess an excellent customer service attitude.
- Must have strong work ethic and be impeccably punctual.
- Must maintain a professional demeanor when working with hosts, on air clients, and co-workers.
- Must be willing and available to work on some holidays and/or cover overnight shifts.

Responsibilities include:

- Correct airing of all assigned programming.
- Load programs and other content into the NexGen system via CD, cassette, reel-to-reel tape, FTP download, email, satellite or by other means.
- Collect payment from or prohibit the broadcasting of delinquent accounts.
- Answer studio calls during the broadcast.
- Complete required log reports.

Sales

Account Executive

Candidates must have the following qualifications:

- Previous experience in outside sales.
- Must be confident, bold, assertive, and idea oriented.
- A listener to the stations.

Responsibilities include:

- Prospecting for and cold calling on prototype approved advertising partners.
- Fully understand and properly execute Crawford Broadcasting's unique selling and advertising philosophies.
- Services current clients a minimum of 3 times monthly.
- Completes required reports and submits them to the Administrative staff.
- Coordinates necessary meetings with prospective and current clients.
- Will work co-operatively with the Administrative staff, on-air hosts, and Writer/Producers.



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Sales (Cont'd)

Writer/Producer

Candidates must have the following qualifications:

- Familiar with Adobe Audition and NexGen.
- Possess impeccable and creative writing skills to create powerful advertising spots.
- Must be a proficient audio editor.

Responsibilities include:

- Creates strategic advertising campaigns.
- Works in tandem with Account Executives to attract new advertising partners.
- Fully understand and properly execute Crawford Broadcasting's unique selling and advertising philosophies.
- Writes nurtures for use by the on-air talent.
- Produces opens, closes and promos for new programming.
- Services current clients a minimum of once monthly.
- Completes required reports and submits them to the Administrative staff.
- Coordinates necessary meetings with prospective and current clients.

Engineering

Candidates must have the following qualifications:

- Prior broadcast engineering experience.
- Proficient in Microsoft Word, Excel, and Outlook.
- Possess excellent written and verbal communication.
- Familiar with NexGen.

Responsibilities include:

- General physical welfare of the 3 stations (two AM station and one FM), towers, equipment, licenses, and public file.
- Ensures the stations are FCC compliant.
- Reports to Corporate Engineering on a weekly basis.
- Maintains, repairs, orders, and installs any necessary equipment for the building and/or studios.
- Responsible for inventory of equipment.
- Monitors stations' transmission including HD and streaming.
- Works with on-air clients to coordinate their broadcasts from in-house, remote locations, or pre-recorded shows.
- Perform general facility maintenance and repairs.
- Selects qualified contractors for janitorial and landscape maintenance.