

I. Fuzión Assistant Director of Community Connections & Radio Host

Reports to: Director of Marketing and Community Connections

A. JOB OVERVIEW

The Ability to Share the Gospel of Jesus Christ with Others.

First and foremost, the Fuzión Assistant Director of Community Connections/On-Air Host must be able to effectively minister and communicate to listeners and others in the community the heart of what it means to follow Jesus Christ wholeheartedly. This must come, not simply from head knowledge, but from a vibrant and active daily walk with Jesus Christ as personal Savior and belief that the Bible is the inerrant Word of God.

The position will work under the Director of Marketing and Community Connections and will assist in developing key relationships in the East Texas community for promotion of the stations and fundraising efforts. This department is also responsible for all the Spanish Ministries of Encouragement Media Group, which oversees Fuzión, our Hispanic Christian station, and the Bible teaching station, Modo Vida. This person will be engaged at local community events and must be able to interact well with the general public, donors and board members. **Flexibility is a must as evening and weekend work will periodically be required as we participate in numerous community events.** You will assist in marketing related needs for the

This role is responsible for enhancing station image and visibility within the community. This includes helping to keep our websites updated, our digital billboard up to date with fresh content and loading quality and relevant social media post. It is important for this person to have an optimistic attitude, be a versatile team player and be a creative self-starter.

B. RESPONSIBILITIES AND DUTIES

1. Community Impact

- Respond promptly to organizations/businesses that request Community Outreach Partnerships
- Meet with the Director of Marketing and Community Connections regularly to make outreach decisions
- Help to identify key non-profit organizations in the community annually for ministry partnership opportunities
- Build relationships with determined Ministry Partners.

2. Community Relations

- Coordinate station-sponsored events, station appearances, remotes and road trips and various stations drives benefiting our ministry partners. IE- Shoe Drive, Valentines etc.

- Be creative and help to create new ideas for station promotions and strategize with Director of Marketing to implement new ideas that make the greatest positive impact on our community
- Responsible for executing events from set up to tear down
- Organize live remote stops with businesses
- Ensure that the Promotions Calendar is accurate and up-to-date as set out by the team
- Required to be at all major events to do the following:
 - Set up (table, tent, banners, etc)
 - Run station table at events (which includes interacting with listeners/potential listeners and delegating work to volunteers/staff.)
 - Take pictures/video to ensure station branding is posted on social
- Identify key events in the community to market Fuzión to listeners and potential listeners (in conjunction with the Director of Marketing & Community Connections)
- Assist in planning and execution of concerts, banquets, volunteer events, artist drop by and pastor appreciation events. Executing these events may include table and chair set, decorations, etc.

3. Social Media Specialist

- Manage Fuzión Instagram and FB pages
- Help make sure Facebook fans' comments/questions are answered in a timely fashion
- Assist in the management of our websites and various website pages which includes updating events and keeping the pages fresh and current with latest trends, colors, graphics
- Be forward thinking in ways to capture meaningful moments at all events
- Create enthusiastic video for social and web for concerts we are promoting as well as monthly ministry partner highlights
- Managing our prayer pages on website and help to collect stories from listeners.

4. Web

- Working with the Director of Marketing and Community Connections & Community Outreach, give direction of the Fuzión web site to increase the footprint of this ministry and deepen relationships with our listeners.
- Responsible for managing the Fuzión & Modo Vida content to ensure that it is up-to-date and achieves marketing/donor objectives.

5. Development

- Playing an active role during our Fuzión Fest fundraisers, on-air and behind the scenes.
- Calling donors to thank them for their gift and asking if they have any prayer needs – and actually praying for their prayer need while on the phone with them.

6. Continuing Professional Improvement

- Constantly seeking learning opportunities from other stations, CMB forums, seminars, webinars, classes, and conferences pertaining to ministry/industry growth, as needed.

C. QUALIFICATIONS

- Previous experience with marketing, community relations, radio and/or non-profit is beneficial
- A heart for Christian-based ministries or initiatives and a love for people from all walks of life and backgrounds
- Website management is a plus
- Bi-Lingual (Spanish & English)
- A willingness to learn and be a contributor to the team with ideas and execution
- Flexible spirit
- Enthusiastic and optimistic attitude
- Creative Self-starter
- Excellent problem-solving ability
- Forward thinker. Be able to look and plan ahead
- Excellent written, verbal and interpersonal skills
- Time management and flexibility with job duties
- Flexible schedule evenings and weekends
- Versatile team player
- Great organizational skills
- Able to lift 50lbs

*The aforementioned statements are not intended to encompass all functions and qualifications of the position; rather, they are intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform tasks not specifically addressed in this job description.

II. Fuzión On-Air Host

Reports to: Fuzión Program Director (for On-Air)

A. JOB OVERVIEW

The Ability to Share the Gospel of Jesus Christ with Others.

First and foremost, Fuzión Outreach Director & On-Air Host must be able to effectively minister and communicate to listeners and others in the community the heart of what it means to follow Jesus Christ wholeheartedly. This must come, not simply from head knowledge, but from a vibrant and active daily walk with Jesus Christ as personal Savior.

B. RESPONSIBILITIES AND DUTIES

1. On-Air Show

- Share scriptures from the Bible every hour. Encourage and uplift audience 5 times (or more, if directed) an hour in a relatable, encouraging, fun, communicative manner with light-hearted, family-friendly conversation covering a variety of subjects from Christian faith, to family relationships, current events, weather, and local topics of interest. Utilize effective storytelling to grow audience.

2. On-Air Fuzión Show prep

- Gather, read, print, and utilize show prep material from the Bible, newspapers, the web, and daily life experiences so that we can effectively point people to Jesus Christ.

3. Voice Tracks

- Prepare and produce voice tracks (pre-recorded audio), for weekends and as needed.

4. Fuzión Community Presence

- Serve as an emcee at station-sponsored events and community events.
- Attend all Fuzión designated events, concerts, live remotes.
- Regular correspondence with listeners, donors, industry and community leaders to best represent the ministry from a Christ-honoring perspective.

5. Show Flow & Content

- Answer phones, produce and schedule on-air contests and audience interaction.
- Ensure that forward momentum is always present in the show.
- Coordinate content and flow of the show, regarding interviews, promotions, phone calls, and last-minute changes.

6. Interviews

- Prepare, schedule, and produce interviews with Christian musical artists and community leaders as directed by Fuzión Program Director.

7. Fuzión Fest Hosting

- Provide on-air hosting during our Fuzión Fest fundraiser and other on-air fundraising drives from a Christian perspective.

C. QUALIFICATIONS

Experience – 3-5 years in radio/media preferred, but not required.

Specific Skills – Must be conversational, personable, and able to tell a great story. Must be bi-lingual – Fluent and conversational in both Spanish and English.

Personal Characteristics – Must be humble, coachable and willing to serve. Must be consistently in God's Word and connected to a local Bible believing church.

Physical Requirements – See Physical Requirements/Working Conditions Addendum.

Certifications – Must be a citizen of the United States of America.

II. Ministry Qualifications

- A born again believer of Jesus Christ with a strong and growing walk with the Lord (Romans 3:23, Romans 6:23, Romans 5:8, Romans 10:13, Romans 10:9-10)
- A heart for service, with Jesus Christ serving as our example (John 13:1-17)
- Committed to uphold and integrate the Encouragement Media Group model of pointing people to Jesus as a core process and belief. This includes communicating the heart of the Gospel while with listeners in person, by phone, social media, letter or other form of communication. (Mark 16:15, Psalm 96:3)
- Willingness and eagerness to pray to God the Father, through His Son Jesus Christ, verbally (out loud) for and with fellow staff members, listeners and people in the community.
- Ability to answer basic questions about the Christian faith and explain to someone how they can become a Christ-follower
- Agreement with and a willingness to hold to the Encouragement Media Group Statement of Faith in both belief and practice
- Willing and committed to hold to the policies described in our employee manual
- Willing and able to lead and participate in required staff prayer times and Bible-based devotionals in the context of our beliefs as outlined in our Statement of Faith
- Commitment to be active in a local Bible-believing church, recognizing the importance of such a commitment. (Hebrews 10:25, I Timothy 5:17)

I understand the requirements of this position and am capable of performing

- **C** = Constantly (At least Daily) **F** = Frequently (At least Weekly) **O** = Occasionally (At least Monthly) **R** = Rarely (Annually)

*Essential Physical Effort / Working Conditions Marked with an asterisk *

Physical Demands:

Vision/Sight/Hearing:

Physical Strength:

Standing*	F	Vision-Far Acuity*	F	Sedentary Work*	C
Walking	F	Vision-Near Acuity*	C	Light Work*	F
Sitting*	C	Vision-Depth Perception*	C	Medium Work	F
Lifting	F	Vision-Peripheral	C	Heavy Work	O
Carrying	F	Color Vision*	C	Very Heavy Work	R
Pushing*	O	Listening*	C	Amount / pounds lifted	50
Pulling*	O	Hearing Acuity	C	Amount / pounds carried	50
Climbing	O	<u>Environmental Conditions:</u>			
Balancing	O	Extreme Cold	O		
Stooping	O	Extreme Heat	O		
Kneeling	O	Temp Changes	O		
Reaching*	O	Humid	O		
Fine-Motor Handling*	C	Noise*	F		
Time-Sensitive Reactions*	C	Vibration	O		
Feeling*	O	Work Alone and Around Others*	F		
Talking*	C	Time-Sensitive Deadlines*	F		
Rep. Motion*	C	<u>Travel Requirements:</u>			
Eye / Hand Coordination*	C	Local day trips	O		
Eye / Foot Coordination	F	Overnight	O		

these tasks.

Signature: _____ **Date:** _____