

**ALASKA PUBLIC MEDIA**  
3877 University Drive  
Anchorage, Alaska 99508

**M** 907.550.8400  
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**Title:** Brand Manager  
**Reports to:** Chief Marketing & Promotions Officer  
**FSLA Status:** Exempt  
**Version:** 1.0 (9.2021)

Alaska Public Media (AKPM) seeks a Brand Manager to support executing the company's strategic fundraising goals through member-driven communications. AKPM is the source for NPR radio and PBS television for Southcentral Alaska and stewards the statewide news network. The Brand Manager reports to the Chief Development & Marketing Officer and performs an essential role in the visibility, membership growth, and sustainability of this non-profit multi-media organization.

### **Essential Functions**

The Brand Manager oversees the implementation of the AKPM brand, supports internal clients: membership, corporate support, and major giving. The Brand Manager supervises a Marketing Associate working on support functions and social media efforts. Among the major activities the Brand Manager will handle are: a monthly station guide, collateral for fund drives on all platforms (TV/radio/online) and Development special events, the look of digital and direct mail campaigns, print materials, annual report, media kit. The Brand Manager will collaborate with TV and FM on key program promotion support, including creating [alaskapublic.org](http://alaskapublic.org) homepage slider images. Additionally, this role ensures AKPM marketing and promotion plans are created and executed in accordance with brand guidelines.

### **Duties and Responsibilities**

- Respond to Development Directors needs for marketing and promotion support and request of the Chief Development and Marketing Officer, using best practices from the public media system and staying abreast of the same.
- Manage the production, scheduling, and distribution of membership/fundraising and tune-in related content and graphics on [Alaskapublic.org](http://Alaskapublic.org) including home page slider, buttons, banners, videos, etc. and ensuring that properties work within a variety of browser types and screen settings. Supervise the Marketing Associate to post promotional items (not News) on social media platforms - currently Facebook, Twitter, YouTube, Instagram.
- Manage creation of direct mail design, brochures, buck slips postcards, annual report, event invitations, banners, lobby screen and other signage and promotional pieces. – both print and digital.
- Implement promotion of membership/fundraising drive campaigns on multiple platforms.
- Oversee scheduling and creation of weekly ongoing emails to audience lists via Constant Contact, including e-newsletter, bi-monthly or quarterly KIDS Club e-newsletter (some of which are maintained by the marketing associate.)

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- Design and release through Constant Contact, electronic invites supporting special events. Assist with companion Eventbrite templates as needed.
- Support Corporate Sponsorship on posting client web banners on alaskapublic.org and refreshing media kit and sales sheets
- Support promotional events like screenings and interactive events in the, and share materials and brand adherence materials with related community partners for same
- Supervise outsource talent as needed for web or copywriting and manage vendors for material or swag production
- Ensure membership/fundraising and marketing/promotional creative and messages are consistent with AKPM brand and style guides
- Perform other duties as assigned

#### Required Qualifications

- Has demonstrable training and experience in design, communications and promotion management
- Candidates must have excellent communication and interpersonal skills. He/She must be highly creative, resourceful, well organized, motivated, and excited to be part of a mission-driven, vibrant, and growing public-service broadcast media organization.
- Prior Adobe design, WYSIWYG web back-end, and social media experience is a must.
- 2 years' experience in marketing, communications or design.

#### Desired Qualifications

- Strong Adobe Creative Cloud (Photoshop, Illustrator and Acrobat) – font management, photo archiving systems.
- Experience in digital communications, marketing and promotions.
- Sample portfolio of previous work

#### Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
- Communicate effectively
- Apply critical thinking and problem solving skills
- Maintain positive relationships with both internal and external customers
- Demonstrate consistent outstanding customer service
- Proficient at computer use to include office software products, custom software packages, internet and e-mail
- Consistently demonstrate ethical behavior
- Must exercise good judgement for the prompt completion of responsibilities

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### **Employee Expectations**

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks, and demands while seeking supervisory assistance as appropriate. Must be detail-, goal-, and deadline-oriented and a flexible team-player able to work collaboratively and maintain strong connections across the organization. Must be able to work occasional nights and weekends – generally around membership/fundraising drives or events.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk, and sit; use hands to handle or feel; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must be able to lift/and or move up to 40 pounds.

### **Work Environment**

The work environment characteristics described here are typical of television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

Alaska Public Media is an equal opportunity employer.

I, \_\_\_\_\_ have received a copy of this job description on \_\_\_\_\_  
(Print Name) (Date)

Employee's  
signature \_\_\_\_\_