CREATIVE SERVICES MANAGER

WTXL ABC 27 is seeking a hand-on Creative Services Manager to develop and execute creative marketing strategies that will define our brand and build ratings by improving our community image and growing our multi-platform broadcast, social media, mobile, and online audiences.

Responsibilities will include:
- Developing eye-catching, brand-focused advertising and promotional campaigns across our on-air, online, and mobile platforms.
- Collaborating with advertising agencies, network, and syndicators on joint projects and co-op advertising.
- Ensuring strong collaboration with news, sales, and other departments to achieve successful station promotions.
- Work closely with clients, organizations and vendors on commercial and promotional productions.

The ideal candidate will possess:
- A four-year degree in marketing, advertising, or a related area with at least two years of work experience is required.
- A proven track record of strong leadership skills, exceptional marketing skills, and implementation of innovative ideas that have resulted in increased audience and ratings.
- Excellent organization and communication skills.
- Knowledge of digital and social media cross-marketing.
- The ability to work under tight deadlines and flexibility to work evenings and weekends as needed.
- Shooting and Editing experienced required.
- A visceral distaste for office politics and gossip.

Interested parties should email their resume, cover letter and examples of their work to careers@wtxl.tv. Please include the job title in the subject line of your email. No telephone calls, please.

WTXL ABC 27 is an Equal Opportunity Employer.