



RADIO | DIGITAL | MOBILE | SOCIAL



Creative Director / On-Air Talent

Organization Overview

The La Crosse Media Group is a locally-owned company with five stations, five websites, and deep roots in Wisconsin's most beautiful city. We have a passion for great radio and digital content. We hire and retain top talent who are unique, innovative and vibrant. We believe in creating progressive products, world-class events and building strong relationships in our communities. We are committed to growing and promoting from within.

Company Values

- To serve our clients above all else.
- Listen intently to our clients and respond quickly to solve their problems.
- Establish superior service and strong client relationship connections. Build strategic relationships with our clients by understanding our clients' industry, business, and customers. *(Go the extra mile for clients.)*
- Provide vision and drive for managed, planned, future growth.
- Hold fast to the highest ethics and moral behavior to ensure our reputation and integrity are above reproach.
- Embrace change.
- Community-minded. Actively participating in charity and community events.
- Recognize and celebrate success.
- Be accountable and responsible for your work and actions.

Position Overview

The ideal candidate is an experienced on-air personality who is capable of wearing many hats within the team. The right person understands the interaction between the talent, clients, and audience at live remotes, appearances, station events, and on-air are a vital part of success.

The successful candidate will be curious, tenacious, entrepreneurial, passionate, enthusiastic and work with urgency to meet deadlines and goals. Must be in tune with world and local events. Have a pulse on trends and what's happening with our listeners. Must have a desire to know what's going on around us.

Position offers growth opportunities.

Position reports to our Operations Manager.

Education and Qualifications

- Prior experience as a broadcaster, either in news, sports or as a DJ required.
- Knowledge of all applicable FCC rules and regulations, including traffic logs and transmitter readings.
- Proficient in Microsoft Office, specifically Word and PowerPoint.
- Skilled in operation of control board, remote broadcasting, and other related production equipment.
- Experience creating and executing successful promotions targeted at listeners.
- Knowledge of and ability to work with diverse music genres, excellent on-air performance, familiarity with programming.

- Goal oriented, a strong work ethic and a sense of what it takes to win is essential.
- Exceptional communication, presentation and writing skills.
- Must demonstrate a high degree of time management and organizational skills.
- Must be able to work effectively and efficiently under pressure and stress.
- Demonstrated commitment to community based organizations.
- Have the ability to interact successfully and positively in a participatory climate, working openly and effectively with all departments of the station - Operations, Production, Promotions, Traffic, On-Air Talent, Account Executives, etc.
- Have complete personal and professional integrity.
- Be an active listener.
- Be a problem solver. Provide recommendations and options to help solve problems.
- Voice commercial copy and public service announcements.
- Produce voice-over content.
- Assist with special promotions and programming activities.
- Work collaboratively with Account Executives and clients to develop scripts.
- Actively participate in brainstorming and planning sessions for development of advertising and promotional programs.
- Collaborate with internal team on promotional efforts. Explore ideas, continuously seeking concepts that are original, unique, and new.
- Have a social media presence and ability to create daily content for posting to Facebook, Twitter, blogs and other social networks. Content should be relevant and be related to on-air show.
- Attend events on behalf of the La Crosse Media Group. Project a strong professional presence in appearance, actions, and personal demeanor in representing the La Crosse Media Group in the community.

Essential Duties and Responsibilities

- Consistently and routinely rely on creativity, innovation, and innate talent in the performance of on-air duties.
- Entertain, editorialize, and provide analysis and insight on various subject matters.
- On-air performance to be based on a combination of subject matter expertise, inventiveness, and your unique individual perspective or interpretation.
- Evaluate music content, listener feedback, and recommend appropriate repositioning.
- Announce station identification.
- Report traffic, weather, news, and business reports.
- Remain current with both local and national news.