

B-4:	Marketing & Promotions Coordinator	
	Date of Hire:	2/20/12
	Referral Source of Hiree:	Internal Posting
	# of Interviewees for position and referral sources of interviewees	6 Interviewees Employee Referral 3 Access UT 1 Greater Austin Hispanic Chamber 1 Career Builder Internal 1

## JOB DESCRIPTION

**JOB TITLE:** Marketing and Promotions Coordinator  
**LOCATION:** Austin, TX  
**DEPARTMENT:** Sales  
**REPORTS TO:** Local Sales Manager

### POSITION OVERVIEW

The Marketing and Promotions Coordinator would assist Account Executives (AEs) in their marketing and promotions coordination efforts. Tasks include: gathering information on leads, preparing client presentations, coordinating event logistics; and creating re-caps for events and campaigns.

### FUNCTIONAL RESPONSIBILITIES:

Gathering information on leads to assist the AE in contacting prospective customers  
Coordinating between various Univision divisions in developing creative client presentations, including preparing a first draft of the presentation materials, reviewing presentations with AE's, and making adjustments as necessary  
Acting as liaison with the client and the promotions group to execute promotions campaigns, including coordinating logistics for all grass roots events and local promotions  
Creating event, online campaigns and promotions recaps  
Other administrative tasks (e.g., preparing online performance reports, answering calls)

### EDUCATION REQUIREMENTS:

College degree required.

### EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

Proficiency in Power Point, Adobe Creative Suite, and Excel  
Fluent Written and verbal Spanish language skills  
Excellent written English language skills  
Marketing, sales & customer service experience  
Experience in both primary & secondary research functions  
Experience in coordinating events  
Ability to work well both independently and in a team environment  
Strong organizational skills  
Detail oriented

The following would be a plus:

Experience with internet advertising

Previous advertising or media company experience  
PR/Community Affairs experience

**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

Marketing and Promotions Coordinator  
Job # KAKW 2011-04  
c/o Christie Humphries  
KAKW TV 62  
2233 W. North Loop Blvd  
Austin, TX 78756

Email: [chumphries@univision.net](mailto:chumphries@univision.net) and put "Marketing and Promotions Coordinator, Job #KAKW2012-02," in the subject line.

We do not confirm receipt of resumes and please no phone calls.

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER

**Part B - Recruitment Sources Utilized**

1. Was a copy of the job notice for this vacancy posted in a place where employees would easily see it at the station(s) and at other stations in the group?

Yes ☒ No ☐

Date posted: 11/9/12

Attach a copy of notice posted.

2. Was a copy of the job notice for this vacancy sent to any third party for distribution to its list of referral organizations (i.e. state broadcasters association)?

Yes ☐ No ☐

Name of Third Party: See attached back up

Date sent: 11/9/12

Attach proof of sending to third party. Attach copy of third party's proof of distribution.

3. Was a copy of the job notice for this vacancy sent to all of the organizations on the station's list of organizations entitled to receive copies of such notices (Form 1)?

Yes ☒ No ☐

Date sent: \_\_\_\_\_

Attach a copy of the current list of such organizations. Attach proof of sending to such organizations.

4. Was a copy of the job notice posted on the station(s) website?

Yes ☒ No ☐

Date posted: 11/9/12

Attach a copy of notice posted.

5. Was a copy of the job notice for this vacancy sent to any additional organizations or advertised in any additional media outlets?

Yes ☒ No ☐

Complete the following information for each additional source utilized for advertising the vacancy. Attach copies of newspaper advertisements and scripts of radio/television advertisements. Attach proof of publication.

a) Name of Source: Career Builder - Internal

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

How was notification given to this source? Posted on web site

b) Name of Source: Virginia College  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 How was notification given to this source? emailed

c) Name of Source: TV Jobs  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 How was notification given to this source? note

d) Name of Source: UT  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 How was notification given to this source? Web

e) Name of Source: Greater Austin Hispanic Chamber  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 How was notification given to this source? email

f) Name of Source: South Western Univ.  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: c  
 E-mail: \_\_\_\_\_  
 How was notification given to this source? email

g) Name of Source: St Edwards Uni  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 How was notification given to this source? email

How was notification given to this source? \_\_\_\_\_

i) Name of Source: ITT-Tec  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

How was notification given to this source? email

j) Name of Source: Acc  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

How was notification given to this source? email

k) Name of Source: Horton Tillson  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

How was notification given to this source? email

l) Name of Source: Concordia Univ  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

How was notification given to this source? email

LULAC - email

AWRT - email

TAB - email

TWC - website

From: Blanca Gaytan  
Sent: Monday, January 09, 2012 11:25 AM  
To: Michelle Courtright  
Subject: job posting

Hello,

Please post the attached job.

Thank you,

The information contained in this e-mail and any attached documents may be privileged, confidential and protected from disclosure. If you are not the intended recipient you may not read, copy, distribute or use this information. If you have received this communication in error, please notify the sender immediately by replying to this message and then delete it from your system.

## JOB DESCRIPTION

JOB TITLE: Marketing and Promotions Coordinator  
LOCATION: Austin, TX  
DEPARTMENT: Sales  
REPORTS TO: Local Sales Manager

### POSITION OVERVIEW

The Marketing and Promotions Coordinator would assist Account Executives (AEs) in their marketing and promotions coordination efforts. Tasks include: gathering information on leads, preparing client presentations, coordinating event logistics; and creating re-caps for events and campaigns.

### FUNCTIONAL RESPONSIBILITIES:

Gathering information on leads to assist the AE in contacting prospective customers  
Coordinating between various Univision divisions in developing creative client presentations, including preparing a first draft of the presentation materials, reviewing presentations with AE's, and making adjustments as necessary  
Acting as liaison with the client and the promotions group to execute promotions campaigns, including coordinating logistics for all grass roots events and local promotions  
Creating event, online campaigns and promotions recaps  
Other administrative tasks (e.g., preparing online performance reports, answering calls)

### EDUCATION REQUIREMENTS:

College degree required.

### EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

Proficiency in Power Point, Adobe Creative Suite, and Excel  
Fluent Written and verbal Spanish language skills  
Excellent written English language skills  
Marketing, sales & customer service experience  
Experience in both primary & secondary research functions  
Experience in coordinating events  
Ability to work well both independently and in a team environment  
Strong organizational skills  
Detail oriented

The following would be a plus:

Experience with internet advertising



Previous advertising or media company experience  
PR/Community Affairs experience

INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:

Marketing and Promotions Coordinator  
Job # KAKW 2011-04  
c/o Christie Humphries  
KAKW TV 62  
2233 W. North Loop Blvd  
Austin, TX 78756

Email: [chumphries@univision.net](mailto:chumphries@univision.net) and put "Marketing and Promotions Coordinator, Job #KAKW2012-02," in the subject line.

We do not confirm receipt of resumes and please no phone calls.

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER



## Job Posting Summary - Current

### Tips

- Click the Job Postings-Current tab on the left menu to view all open job postings.
- Click the Job Postings-Closed tab on the left menu to view all closed job postings.
- The Copy link allows you to duplicate a job posting you have already entered.
- The Hits column displays the number of times job seekers have viewed your job posting.
- Job postings with only View and Copy links in the Action column are workforce center staff-managed job postings.

### Search Criteria:

Status: All



Search

1 result(s) found

### Job Postings

Job Posting ID	Job Title	Closing Date	Status	Hits	Contacts Made
3112580	Marketing and Promotions Coordinator	Feb 8, 2012	Incomplete	0	0



Broadcast Employment Services



KAKW (Univision) Austin, Texas

**Position** Marketing and Promotions Coordinator  
**Reference #** TVJ#34176958  
**Type** Television  
**Full / Part** Full Time - Regular  
**Language** Bilingual English/Spanish A Must  
**Experience** 1 to 2 Years  
**Posted** 1/9/2012  
**Closes** 2/9/2012  
**Time Left** 31 Days  
**DMA** #47  
**Found In** Marketing  
 Marketing



### Marketing and Promotions Coordinator

**JOB TITLE:** Marketing and Promotions Coordinator  
**LOCATION:** Austin, TX  
**DEPARTMENT:** Sales  
**REPORTS TO:** Local Sales Manager

#### POSITION OVERVIEW

The Marketing and Promotions Coordinator would assist Account Executives (AEs) in their marketing and promotions coordination efforts. Tasks include: gathering information on leads, preparing client presentations, coordinating event logistics and creating re-caps for events and campaigns.

#### FUNCTIONAL RESPONSIBILITIES:

Gathering information on leads to assist the AE in contacting prospective customers



#### Supplemental Information

Salary Type

Salary Range

Starting Salary / Year

Starting Salary / Hour

Job Type

Full Time - Regular

Hours

Workweek

Scheduled on Holidays

Start Date

Probation Period

Benefits

Benefit Premium

401K Plan

Vacation

Paid Sick Leave

Phone Calls

Agent Phone Calls

Résumé

Cover Letter

References

Salary History

Tape / Reel

Tape Format

Tape Return

Director's Track

FAX Résumé

No

TVJobs.com E-Résumé

Yes

Degree Required

Contract Required

Coordinating between various Univision divisions in developing creative client presentations, including preparing a first draft of the presentation materials, reviewing presentations with AE's, and making adjustments as necessary  
Acting as liaison with the client and the promotions group to execute promotions campaigns, including coordinating logistics for all grass roots events and local promotions  
Creating event, online campaigns and promotions recaps  
Other administrative tasks (e.g., preparing online performance reports, answering calls)

**EDUCATION REQUIREMENTS:**

College degree required.

**EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:**

Proficiency in Power Point, Adobe Creative Suite, and Excel  
Fluent Written and verbal Spanish language skills  
Excellent written English language skills  
Marketing, sales & customer service experience  
Experience in both primary & secondary research functions  
Experience in coordinating events  
Ability to work well both independently and in a team environment  
Strong organizational skills  
Detail oriented

The following would be a plus:

Experience with internet advertising  
Previous advertising or media company experience  
PR/Community Affairs experience

**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

Marketing and Promotions Coordinator  
Job # KAKW 2011-04  
c/o Christie Humphries  
KAKW TV 62  
2233 W. North Loop Blvd  
Austin, TX 78756

Email: [chumphries@univision.net](mailto:chumphries@univision.net) and put "Marketing and Promotions Coordinator, Job #KAKW2012-02," in the subject line.

We do not confirm receipt of resumes and please no phone calls.

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER

Contract Length

Special Requirements

Driver's License

Insurance

Good Driving Record

Heavy Lifting

Previous Applicants

Local Apartment Rental

Moving Expenses

Union Position

Union Contract Expires

Confirmation Letter

Rejection Letter

Feedback

Drug Screen

Proof of Eligibility to work  
in U.S. Required

Equal Opportunity  
Employment Yes

EOE Data Form Yes

When responding to this job ad, please  
mention you saw it listed at TVJobs.com

© Broadcast Employment Services 1994-2012

 **Send Resume**

Annual E-Résumé subscription  
or DigitalTalent résumé required.

[\[ View other KAKW job listings \]](#)

[<-- Back to Current Jobs](#)

[Return to your Admin Area -->](#)

© 1994-2012 Broadcast Employment Services. All rights reserved. Your privacy is important to us.  
[Home](#) | [Station Index](#) | [USA Talent](#) | [Salaries](#) | [Job Bank](#) | [E-Resumes](#) | [Digital Talent](#) | [E-Mail](#)

[Print Page](#)

## Marketing and Promotions Coordinator

[Back to Search Results >>](#)

### Univision Communications Inc.

- [Learn more about this company >>](#)
- [View all jobs at this company >>](#)



#### Job Snapshot

**Location :** 2233 W North Loop Blvd  
 Austin, TX 78756 ([Map it!](#))

**Employee Type :** Full-Time

**Industry :** Broadcasting - Radio - TV

**Manages Others :** No

**Job Type :** Sales

**Education :** 2 Year Degree

**Experience :** 1 to 2 years

**Post Date :** 1/9/2012

#### Contact Information

**Contact :** Christie Humphries

**Ref ID :** KAKW2012-02

#### Description

**JOB TITLE:** Marketing and Promotions Coordinator  
**LOCATION:** Austin, TX  
**DEPARTMENT:** Sales  
**REPORTS TO:** Local Sales Manager

#### POSITION OVERVIEW

The Marketing and Promotions Coordinator would assist Account Executives (AEs) in their marketing and promotions coordination efforts. Tasks include: gathering information on leads, preparing client presentations, coordinating event logistics; and creating re-caps for events and campaigns.

#### FUNCTIONAL RESPONSIBILITIES:

Gathering information on leads to assist the AE in contacting prospective customers  
 Coordinating between various Univision divisions in developing creative client presentations, including preparing a first draft of the presentation materials, reviewing presentations with AE's, and making adjustments as necessary  
 Acting as liaison with the client and the promotions group to execute promotions campaigns, including coordinating logistics for all grass roots events and local promotions  
 Creating event, online campaigns and promotions recaps  
 Other administrative tasks (e.g., preparing online performance reports, answering calls)

#### Requirements

##### EDUCATION REQUIREMENTS:

College degree required.

**EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:**

Proficiency in Power Point, Adobe Creative Suite, and Excel  
Fluent Written and verbal Spanish language skills  
Excellent written English language skills  
Marketing, sales & customer service experience  
Experience in both primary & secondary research functions  
Experience in coordinating events  
**Ability to work well both independently and in a team environment**  
**Strong organizational skills**  
Detail oriented

The following would be a plus:

Experience with internet advertising  
Previous advertising or media company experience  
PR/Community Affairs experience

**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

Marketing and Promotions Coordinator  
Job # KAKW 2011-04  
c/o Christie Humphries  
KAKW TV 62  
2233 W. North Loop Blvd  
Austin, TX 78756

Email: [\[Click Here to Email Your Resumé\]](#) and put "Marketing and Promotions Coordinator, Job #KAKW2012-02," in the subject line.

We do not confirm receipt of resumes and please no phone calls.

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER



[Find Marketing and Promotions Coordinator Salary Information >>](#)



[Click Here to See Training Courses related to this Job >>](#)

**CareerBuilder.com Advice**

For your [privacy and protection](#), when applying to a job online:

Never give your social security number to a prospective employer, provide credit card or bank account information, or perform any sort of monetary transaction. [Learn More >>](#)

By applying to a job using CareerBuilder.com you are agreeing to comply with and be subject to the CareerBuilder.com [Terms and Conditions](#) for use of our website. To use our website, you must agree with the [Terms and Conditions](#) and both meet and comply with their provisions.

[Go to site navigation](#) | [Go to extended navigation](#) | [Go to content](#)

WHAT STARTS HERE CHANGES THE WORLD  
THE UNIVERSITY OF TEXAS AT AUSTIN

**HIRE TEXAS: ACCESSUT**  
Recruit students and alumni of The University of Texas at Austin

- [Home](#)
- [Contact Us](#)

- [Logoff](#)

[Post a New Job](#) | [List Current Jobs](#) | [Recruiting Services](#) | [Update Contact Information](#)

## Job Information

[Back](#) to the main page.

<b>Company:</b>	Univision 62 KAKW-TV
<b>Job Title:</b>	Marketing and Promotions Coordinator
<b>Job Location:</b>	Austin, Texas, United States
<b>Salary:</b>	Paid
<b>Job Description:</b>	JOB TITLE: Marketing and Promotions Coordinator LOCATION: Austin, TX DEPARTMENT: Sales REPORTS TO: Local Sales Manager

### POSITION OVERVIEW



## Blanca Gaytan

---

**From:** no-reply@tab.org  
**Sent:** Monday, January 09, 2012 11:37 AM  
**To:** Blanca Gaytan  
**Subject:** Job posted

Thank you for posting a job opening in the Texas Association of Broadcasters' Job Bank.

Visit the [TAB Job Bank](#) to:

- print a copy of the job opening for your EEO files
- Manage your job postings
- Search available candidates

Questions? Contact [Craig Bean](#) or call (512) 322-9944

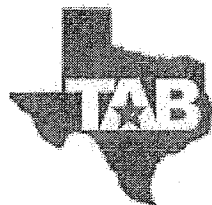
---

Texas Association of Broadcasters

502 E. 11th St., Ste. 200, Austin, TX, 78701

Ph: (512) 322-9944

Fax: (512) 322-0522



## Texas Association of Broadcasters

Representing free, over-the-air radio  
and television stations since 1953.

# Job Details: Marketing and Promotions Coordinator

<b>First Name</b>	Blanca
<b>Last Name</b>	Gaytan
<b>e-mail</b>	<a href="mailto:bgaytan@univision.net">bgaytan@univision.net</a>
<b>City</b>	Austin
<b>State</b>	Texas
<b>Category</b>	Television
<b>Job Description</b>	<p><b>JOB TITLE:</b> Marketing and Promotions Coordinator  <b>LOCATION:</b> Austin, TX  <b>DEPARTMENT:</b> Sales  <b>REPORTS TO:</b> Local Sales Manager</p> <p><b>POSITION OVERVIEW</b></p> <p>The Marketing and Promotions Coordinator would assist Account Executives (AEs) in their marketing and promotions coordination efforts. Tasks include: gathering information on leads, preparing client presentations, coordinating event logistics; and creating re-caps for events and campaigns.</p> <p><b>FUNCTIONAL RESPONSIBILITIES:</b>          Gathering information on leads to assist the AE in contacting prospective customers          Coordinating between various Univision divisions in developing creative client presentations, including preparing a first draft of the presentation materials, reviewing presentations with AE's, and making adjustments as necessary          Acting as liaison with the client and the promotions group to execute promotions campaigns, including coordinating logistics for all grass roots events and local promotions          Creating event, online campaigns and promotions recaps          Other administrative tasks (e.g., preparing online performance reports, answering calls)</p> <p><b>EDUCATION REQUIREMENTS:</b></p> <p>College degree required.</p> <p><b>EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:</b></p>

**Blanca Gaytan**

---

**Subject:** FW: Job posting  
**Attachments:** KAKW #2012-01 Marketing and Promotions Coordinator (TV).docx

**From:** Blanca Gaytan  
**Sent:** Monday, January 09, 2012 9:35 AM  
**To:** 'ACC'; 'Concordia University'; 'GAHCC'; 'Huston Tillotson College'; 'ITT-Tech'; 'League of United Latin American Citizens'; 'Southwestern University'; 'St Edwards University'; 'Texas Higher Education Coordinating Board'; 'Texas Workforce Commission'; 'Virginia College'  
**Subject:** Job posting

Hello,

Please post the attached position.

Thank you,

From: Blanca Gaytan  
Sent: Monday, January 09, 2012 11:25 AM  
To: Michelle Courtwright  
Subject: job posting

- American Women in Radio and Television

Hello,

Please post the attached job.

Thank you,

The information contained in this e-mail and any attached documents may be privileged, confidential and protected from disclosure. If you are not the intended recipient you may not read, copy, distribute or use this information. If you have received this communication in error, please notify the sender immediately by replying to this message and then delete it from your system.

## JOB DESCRIPTION

JOB TITLE: Marketing and Promotions Coordinator  
LOCATION: Austin, TX  
DEPARTMENT: Sales  
REPORTS TO: Local Sales Manager

### POSITION OVERVIEW

The Marketing and Promotions Coordinator would assist Account Executives (AEs) in their marketing and promotions coordination efforts. Tasks include: gathering information on leads, preparing client presentations, coordinating event logistics; and creating re-caps for events and campaigns.

### FUNCTIONAL RESPONSIBILITIES:

Gathering information on leads to assist the AE in contacting prospective customers  
Coordinating between various Univision divisions in developing creative client presentations, including preparing a first draft of the presentation materials, reviewing presentations with AE's, and making adjustments as necessary  
Acting as liaison with the client and the promotions group to execute promotions campaigns, including coordinating logistics for all grass roots events and local promotions  
Creating event, online campaigns and promotions recaps  
Other administrative tasks (e.g., preparing online performance reports, answering calls)

### EDUCATION REQUIREMENTS:

College degree required.

### EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

Proficiency in Power Point, Adobe Creative Suite, and Excel  
Fluent Written and verbal Spanish language skills  
Excellent written English language skills  
Marketing, sales & customer service experience  
Experience in both primary & secondary research functions  
Experience in coordinating events  
Ability to work well both independently and in a team environment  
Strong organizational skills  
Detail oriented

The following would be a plus:

Experience with internet advertising

Previous advertising or media company experience  
PR/Community Affairs experience

INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:

Marketing and Promotions Coordinator  
Job # KAKW 2011-04  
c/o Christie Humphries  
KAKW TV 62  
2233 W. North Loop Blvd  
Austin, TX 78756

Email: [chumphries@univision.net](mailto:chumphries@univision.net) and put "Marketing and Promotions Coordinator, Job #KAKW2012-02," in the subject line.

We do not confirm receipt of resumes and please no phone calls.

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER