

Engineering

Chief Engineer: The chief engineer makes sure that all the equipment needed to operate the radio station is in good working order.

Chief Operator: The chief operator oversees the day-to-day equipment operations at the tower site, ensuring that the transmitter is operating within required parameters and the Emergency Alert System is functioning properly. The chief operator must maintain a log for the Federal Communications Commission showing proper operation.

Duty Operator: The duty operator is the assistant to the chief operator, being the one to log the day-to-day activities at the tower site and loads broadcast computers with on-air logs and commercials.

Sales

General Sales Manager: The general sales manager makes sure the sales department operates smoothly. He/she is in charge of the sales staff, studies the stations market and develops all sales promotions.

National Sales Manager: A national sales manager works for the station on a national level, performing duties similar to those of a general sales manager for clients on a national rather than local level.

Local Sales Manager: A local sales manager works for the station on a local level and performs duties similar to those of the national sales manager for local clients.

Account Executive: An account executive sells airtime to businesses in the form of on-air commercials and promotional tie-ins. The account executive is the key contact between the business client and the station for all future advertising, marketing and promotional efforts.

Promotions/Marketing Director: The promotional/marketing director is responsible for setting in motion the station's promotional activities. He/she often creates listener promotions and fulfills many added value commitments to clients.

Social Networking Director: A social networking director helps develop and implement social networking strategies.

Traffic Director: The traffic director creates the daily on-air log, makes sure that all commercials are scheduled and logged to play on-air at the proper time and also produces affidavits, or proof of airtime, for internal and external records.

Management

Owner/President: The owner/president owns the station, holds a station license from the Federal Communications Commission and oversees all station operations and personnel.

General Manager: The general manager works for the owner/president and looks after all station operations. He/she must have general business knowledge, leadership ability, sales and programming skills, and a technical understanding of how the station operates.

Station Manager: The station manager works for the general manager and helps to execute overall station operations.

Administrative

Receptionist: The receptionist handles incoming calls, greeting guests, and a number of key administrative duties necessary to keep up with the day-to-day operations of the station.

Business Manager: The business manager is responsible for the financial management of the station. He/she must be skilled in accounts payable and accounts receivable and must keep station accounts up-to-date by paying the bills, doing payroll, and by receiving, recording, and depositing advertising payments.

Human Resource Director: The human resource director maintains employee benefit information, reinforces company policy and hiring procedures, and plans and implements what is necessary to maintain EEO compliance.

Client Services Manager: The client services manager receives contract information and orders from the sales staff and coordinates the dispersion of paperwork to various departments in order for the commercials to air at the proper time. He/she also maintains financial records for the sales department.

On-Air

Announcer: An announcer, may also be called a disc jockey (DJ), delivers, in varying degrees, the news, sports scores, traffic, and weather, voices some commercials, tags and public service announcements, and plays and comments on play-list, etc.

Play-by-Play Announcer: A play-by-play announcer provides narrative of sports and reports the play-by-play action of live sporting activities.

News Director: The news director monitors news sources, and is involved in identifying and writing important local and national news stories.

Copy Writer: The copy writer writes scripts for commercials and public service announcements.

PSA Director: The PSA director monitors all incoming public service announcements, coordinates on-air time for and oversees the voicing of announcements.

Music Director: The music director manages the play list, coordinates new music the station will air and helps keep the station in line with its format (i.e. jazz, classical, adult contemporary, country, oldies, rock, etc.)

Production Manager: The production manager assigns announcers, schedules commercial recordings, and produces commercials, PSAs and station promos.

Program Director: The program director is responsible for the entire on-air presentation by overseeing production, talent, scheduling, music, promotions, and features. He/she supports and executes the overall product goals of the station.

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