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# Finding a Career in Radio that Fits You

Over-the-air radio broadcasting is an exciting and rewarding industry with a wide variety of career choices. Radio stations offer both entry level and experienced positions. Several stations also run internship programs that offer students valuable on-the-job training.

## Engineering

**Chief Engineer:** The chief engineer is responsible for all of the station equipment, systems and technology that make it possible to broadcast the station's programming within the Federal Communications Commissions (FCC) approved coverage area.

**Maintenance Engineer:** The maintenance engineer installs and maintains the station's electronic equipment.

## Production & Programming

**Announcer:** An announcer hosts all programming and music, and also delivers the news, weather, traffic, commercials and public service announcements.

**Play-by-Play Announcer:** A play-by-play announcer gives live reports and narrative of sporting events.

**News Director:** The news director oversees the news department, is responsible for identifying local and national news and assigns stories to reporters. The news director may also have an on-air shift.

**Music Director:** The music director manages the play list, making sure that the station is in line with its format (i.e. adult contemporary, classical, country, jazz, oldies, rock, etc.).

**Production Director:** The production director oversees the production of all station promotions and commercials, including assigning announcers and scheduling studio time.

**Program Director:** The program director oversees the entire on-air presentation, including talent, scheduling, music, promotions and features.

## Sales & Promotions

**General Sales Manager:** The general sales manager oversees all operations within the sales department, such as the hiring of sales staff and the development of sales plans, budgets, billing and promotions.

**Local Sales Manager:** The local sales manager shares similar duties as the general sales manager for clients in a local area.

**National Sales Manager:** The national sales manager shares similar duties as the general sales manager for clients on a national level.

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

**Promotions/Marketing Director:** The promotions/marketing director is responsible for the coordination of promotional activities, including those for the programming and sales departments and listener promotions.

**Non-Traditional Revenue Manager:** The central responsibility of a non-traditional revenue manager is to develop ways to generate additional revenue for the station, often through the use of web sites and publications.

**Copy Writer:** The copy writer writes commercial and promotional copy in support of the station's sales, marketing and promotional efforts.

**Traffic Director:** The traffic director acts as a link between the sales department and the programming department; making sure that commercials air at the correct time, and producing affidavits, or proof of air-time, for the records of both the client and the station.

## Management

**Owner/President:** The owner/president of the station holds a license from the FCC, and works closely with the general manager in overseeing all station personnel and operations.

**General Manager:** The general manager of the station works for the station owner and must have an understanding of each aspect of the station including sales and programming, technical operations, leadership and general business knowledge.

**Station Manager:** The station manager works with the general manager to carry out station operations.

*Management duties may vary due to station size and ownership.*

## Administrative

**Administrative Assistant:** The Administrative Assistant executes a number of day-to-day tasks necessary to keep up with station operations.

**Business Manager:** The Business Manager is in charge of the financial management of the station and often acts as a human resources director; handling employee benefits, company policy and hiring procedures.