

## Marketing Strategy & Growth Manager

### 93.7 FM The Ticket – Lincoln, Nebraska

#### POSITION STATUS

The Ticket, 93.7 FM and Allo Channel 961 all sports talk station based in Lincoln, NE is exploring the addition of a Marketing Strategy & Growth Manager. This is not a traditional open posting. Initial submissions are intentionally lightweight and designed to evaluate how candidates think.

#### ABOUT THE ROLE

93.7 The Ticket is a locally owned, high-impact sports radio station with deeply experienced ownership. We are seeking an up-and-coming marketer (3-5 years experience) who wants responsibility, direct access to ownership, and accelerated development through strategy-level work.

This is a Big-M marketing role. We are not seeking a communications-only or social-posting-focused candidate. Execution matters, but the core expectation is the ability to think strategically, make tradeoffs, and connect marketing decisions to audience and business outcomes.

#### WORK LOCATION & SCHEDULE (NON-NEGOTIABLE)

- Must live in the area and work in our offices at 1040 O St Lincoln, Nebraska
- Fully on-site role; no remote or hybrid arrangements
- Nights and weekends required based on sports schedules and events. Flexible schedule allows accommodation for personal needs while meeting station requirements

#### INITIAL APPLICATION REQUIREMENT

Initial submissions should consist of:

1. A brief email using the required template below
2. A written response (maximum 2 pages, PDF) answering the Big-M strategy question

We are evaluating thinking, judgment, and preparation — not polish or volume. Use of AI permitted but if we cannot determine where the original thinking shows up we will eliminate your response.

#### BIG-M STRATEGY QUESTION (REQUIRED)



93.7 The Ticket has a loyal core audience but limited resources. You can only prioritize ONE of the following for the next 12 months:

- A) Grow total audience reach by 20%
- B) Increase engagement among existing listeners
- C) Increase advertiser value without growing audience size

Which do you choose and why?

Your response must:

- Discuss tradeoffs and opportunity cost
- Include a section titled: "The strongest argument against my approach"
- Reference at least two specific, observable characteristics of 93.7 The Ticket's programming, audience, or local market
- Be no longer than 2 pages

There is no correct answer. We are evaluating how you think.

## **WHAT WE ARE LOOKING FOR**

- Evidence of Big-M marketing thinking
- Willingness to make and defend tradeoffs
- Grounded understanding of a local sports media business
- Curiosity, initiative, and originality

## **COMPENSATION & DEVELOPMENT**

- Base salary: \$55,000 – \$75,000
- Performance bonus: based on outcomes
- Direct access to ownership for mentorship and development

## **REQUIRED EMAIL SUBMISSION TEMPLATE**

Subject: Marketing Strategy & Growth Manager – Initial Submission

Dear 93.7 The Ticket Ownership Team,

My name is [Full Name], and I am submitting my interest for the Marketing Strategy & Growth Manager opportunity at 93.7 The Ticket.

I currently live in {the Lincoln, Nebraska area } and am available to work fully on-site, including nights and weekends as required.

Why I am interested in this role (3-5 sentences):



[Brief motivation]

Why I believe I would add value (3-5 sentences):

[Brief strategic value]

Attached:

1. Big-M strategy response (PDF, max 2 pages)
2. Résumé (PDF)

Sincerely,

[Full Name]

[Phone Number]

[Email Address]

**Submissions sent to: [info@theticketfm.com](mailto:info@theticketfm.com)**

**Equal Employment Opportunity Statement**

93.7 The Ticket is an Equal Opportunity Employer and does not discriminate in employment or recruitment practices on the basis of race, color, religion, sex, pregnancy, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, genetic information, or any other characteristic protected by applicable federal, state, or local law.

We are committed to broad outreach and fair consideration of all qualified applicants.